

# FORWARD SGF

## PLAN OVERVIEW

**City Council Workshop**  
March 22, 2022



# AGENDA

## Plan Overview

- What is a Comp Plan?
- Planning Considerations
- Document Structure
- Key Initiatives

## Community Engagement

- Quality of Place

## Land Use Plan

- Placetype Overview

## Growth & Annexation

## Neighborhood Revitalization

- Complete Neighborhoods Concept
- Restore SGF

## General Discussion



# PLANNING PROCESS OVERVIEW

FORWARD SGF

2040

FORWARDSGF.COM

# WHAT IS A COMPREHENSIVE PLAN?

A Comprehensive Plan is a blueprint for the future.

- “Roadmap” for the next 10-20 years / Foundation for decision making
- Policy guide for a broad range of topics with a focus on “orderly and efficient development and redevelopment”
- Articulation of local aspirations
- Context for detailed decision-making in the future
- Dynamic document that can be updated and maintained to reflect new trends and events.
- **NOT regulatory**, but informs decision about zoning, development, etc.



# WHY IS A COMPREHENSIVE PLAN IMPORTANT?

A Comprehensive Plan is a blueprint for the future.

- Common community vision
- Attract potential investors and provide fair certainty
- Coordinated “playbook” for departments and partners
- Seek grant funding
- Aid in review of proposed development
- Guide public improvements and related capital needs
- Align regulations and policies





# DOCUMENT STRUCTURE

## INTRODUCTION

## COMMUNITY PROFILE

## VISION, GUIDING PRINCIPLE & THEMES

## LAND USE & DEVELOPMENT

## GROWTH AREAS & ANNEXATION

## POLICY CHAPTERS

- Housing & Neighborhoods
- Transportation & Transit
- Economic Development
- Parks, Greenways & Natural Resources
- Community Facilities & Infrastructure

## THEMES (Across all Chapters)

- Community Image
- Health
- Arts, Culture & Historic Preservation

## SUBAREA PLANS

- Glenstone Avenue
- Trafficway Street
- Chestnut Expressway
- Lake Springfield

## DOWNTOWN

## PLANNING PROCESS

*Forward SGF* is the result of an extensive and inclusive planning process that engaged a wide range of community members and stakeholders in crafting a shared vision for the City's future. The process aimed to identify and address key concerns within the City while setting a precedent for planning in the community. It contained the following nine steps:

### GETTING STARTED

*Kicking it off!*

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### RESEARCH

*Getting to know Springfield's demographics!*

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### VISION

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### SUBAREAS

*Helping areas that need a closer look!*

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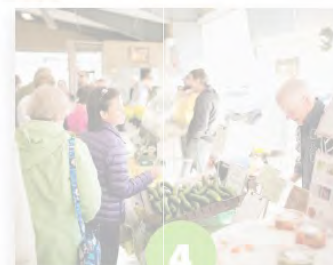
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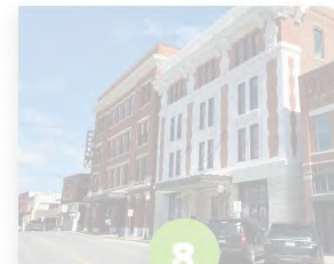
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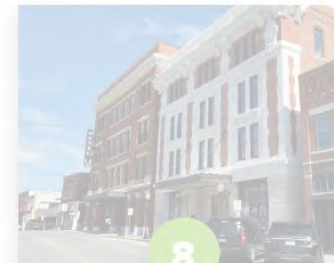
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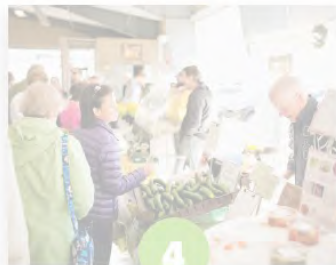
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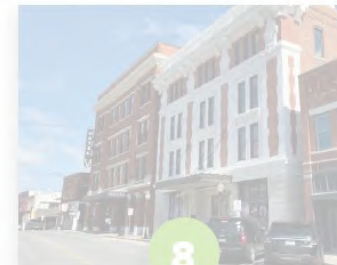
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## IMPACTS OF COVID-19 ON OUTREACH

It is important to note that the second half of the planning process took place during the COVID-19 pandemic, which prompted alternations in the project timeline and outreach strategy. The project team was able to pivot and effectively engage residents and stakeholders by leveraging online and social media platforms and providing virtual meetings, workshops, and tools aimed at allowing people to actively participate in the planning process from home. Throughout this phase of the project, the public was able to see presentations, ask questions, provide input, and remain actively and effectively engaged.



## PLANNING PROCESS

*Forward SGF* is the result of an extensive and inclusive planning process that engaged a wide range of community members and stakeholders in crafting a shared vision for the City's future. The process aimed to identify and address key concerns within the City while setting a precedent for planning in the community. It contained the following nine steps:

### GETTING STARTED

*Kicking it off!*

The planning process began with meetings with key City staff, elected and appointed officials, and the Comprehensive Plan Advisory Team to set the framework of the planning process and review important issues facing Springfield.



1

### RESEARCH

*Getting to know Springfield's demographics!*

Existing market and demographic conditions and trends were analyzed in Springfield and the larger market area to ensure the Plan's recommendations were grounded in market and economic realities. A firm understanding of the existing market and the potential for various types of development throughout Springfield also helped establish the foundation for land use planning and development decision-making.



3

### VISION

*What does Springfield want to be like moving forward?*

An overall "vision" for Springfield was established to provide focus and direction for subsequent planning activities. It serves as the "cornerstone" of the consensus building process, identifying a path for growth and investment and ensuring the Plan is responsive to the needs and aspirations of the community.



5

### SUBAREAS

*Helping areas that need a closer look!*

Subareas were selected for more detailed planning and guidance for focused investment. These subareas are considered susceptible to redevelopment and likely candidates for change and investment. For each, guided considerations, objectives, and priorities were identified, firmly establishing the subarea's character and future intent.



7

### ADOPTION

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9



2

### ENGAGEMENT

*Getting involved in the planning process!*

The community engagement process began, with a wide variety of both face-to-face and online activities to obtain the broadest levels of participation and feedback. The engagement process provided an opportunity for community members to share what they believe are Springfield's greatest strengths and weaknesses, and key issues and opportunities that should be addressed by the Plan.



4

### HERE & NOW

*What is Springfield like today?*

Existing conditions and opportunities in Springfield were examined to establish a foundation of where Springfield is at today. This included reconnaissance, research, data analysis, outreach feedback synthesis, and discussions with key stakeholders. A summary of findings was presented in the **Issues and Opportunities Report** in April 2020, which provided a basis for the Plan's development and recommendations.



6

### CORE ELEMENTS

*Pulling all the pieces together into an action oriented plan!*

The core elements of the Comprehensive Plan were prepared that relate to land use, economic development, transportation, housing, community facilities, infrastructure, and parks and natural resources. These plan components provide the "core" chapters of the Comprehensive Plan and reflect outreach activities and the City's vision, goals, and objectives.



8

### DOWNTOWN

*Creating a plan specific to Downtown!*

A supplementary planning process was conducted specific to the Downtown that included reconnaissance, outreach workshops, the development of vision and goals. Based on this information, a Downtown Plan was prepared that addresses functional subareas, key development opportunities, urban design, placemaking, and connectivity improvements (see **Chapter 10: Downtown Plan**).

### IMPACTS OF COVID-19 ON OUTREACH

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# PLANNING CONSIDERATIONS

- **Changing Times**  
Technology, market trends, and consumer preferences
- **Brownfields, not Greenfields**  
SGF is in a redevelopment mode
- **Niche**  
Strategic planning, corridors, neighborhoods, and activity centers
- **Implementing the Plan**  
Developing higher standards
- **Demographics**  
Baby boomers and millennial cohorts
- **National Trends**  
The Great Resignation or Great Retirement, and the Great Migration

2040

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# CITY COUNCIL PRIORITY ALIGNMENT

- Quality of Place
- Legislative Engagement
- Fiscal Sustainability and Accountability
- Economic Vitality
- Public Safety



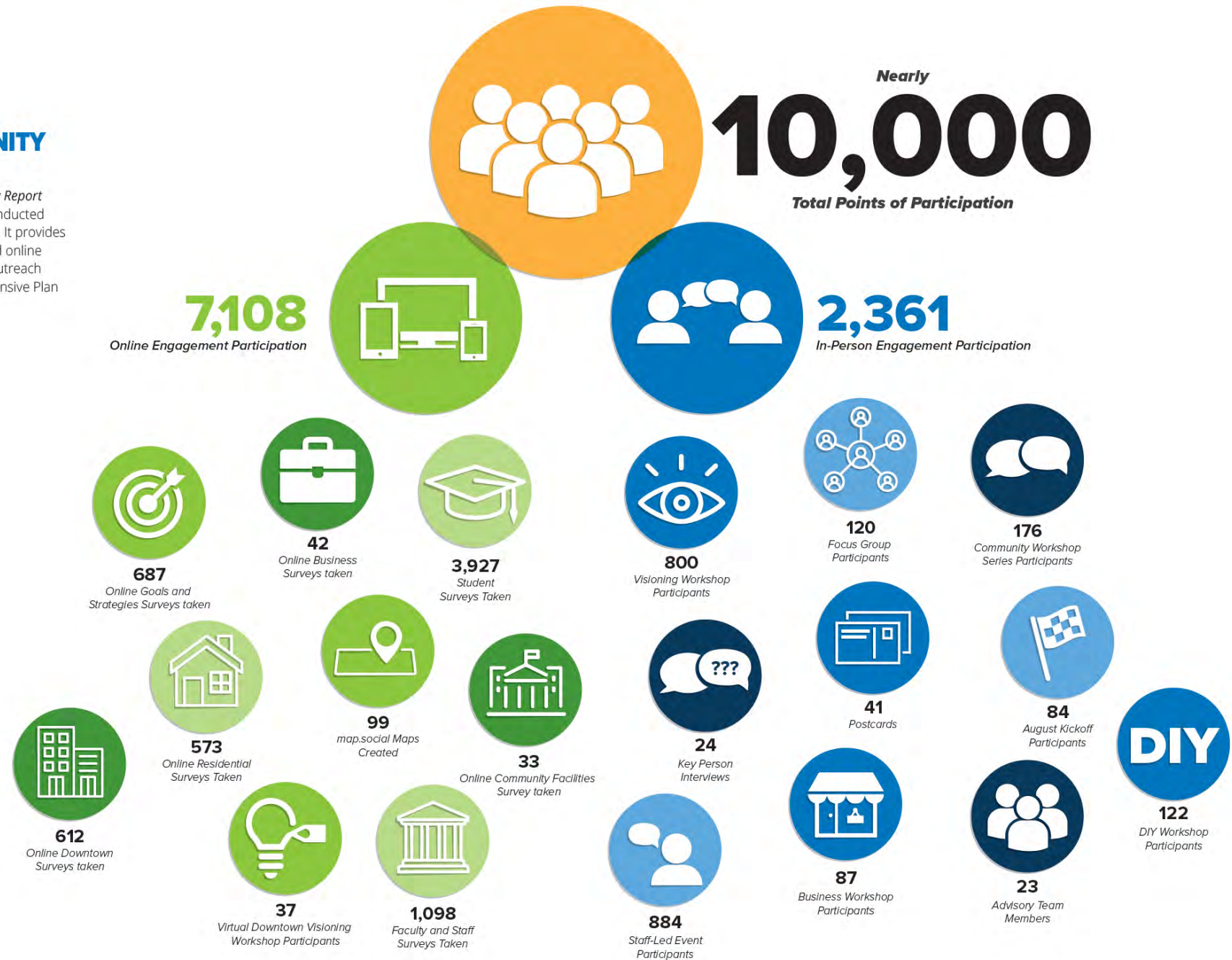


# KEY INITIATIVES

- Restore SGF – Neighborhood Revitalization
- Shifting the planning focus from use to design (place-based)
- Comprehensive development code and city code updates
- “Ungap the Map” (closing trail network gaps)
- Entrepreneurial stewardship
- Corridor planning, beautification, and right-of-way management
- Neighborhood and activity center plan development
- Connecting to nature
- Annexation plan
- Regional planning

## FORWARD SGF COMMUNITY OUTREACH SUMMARY

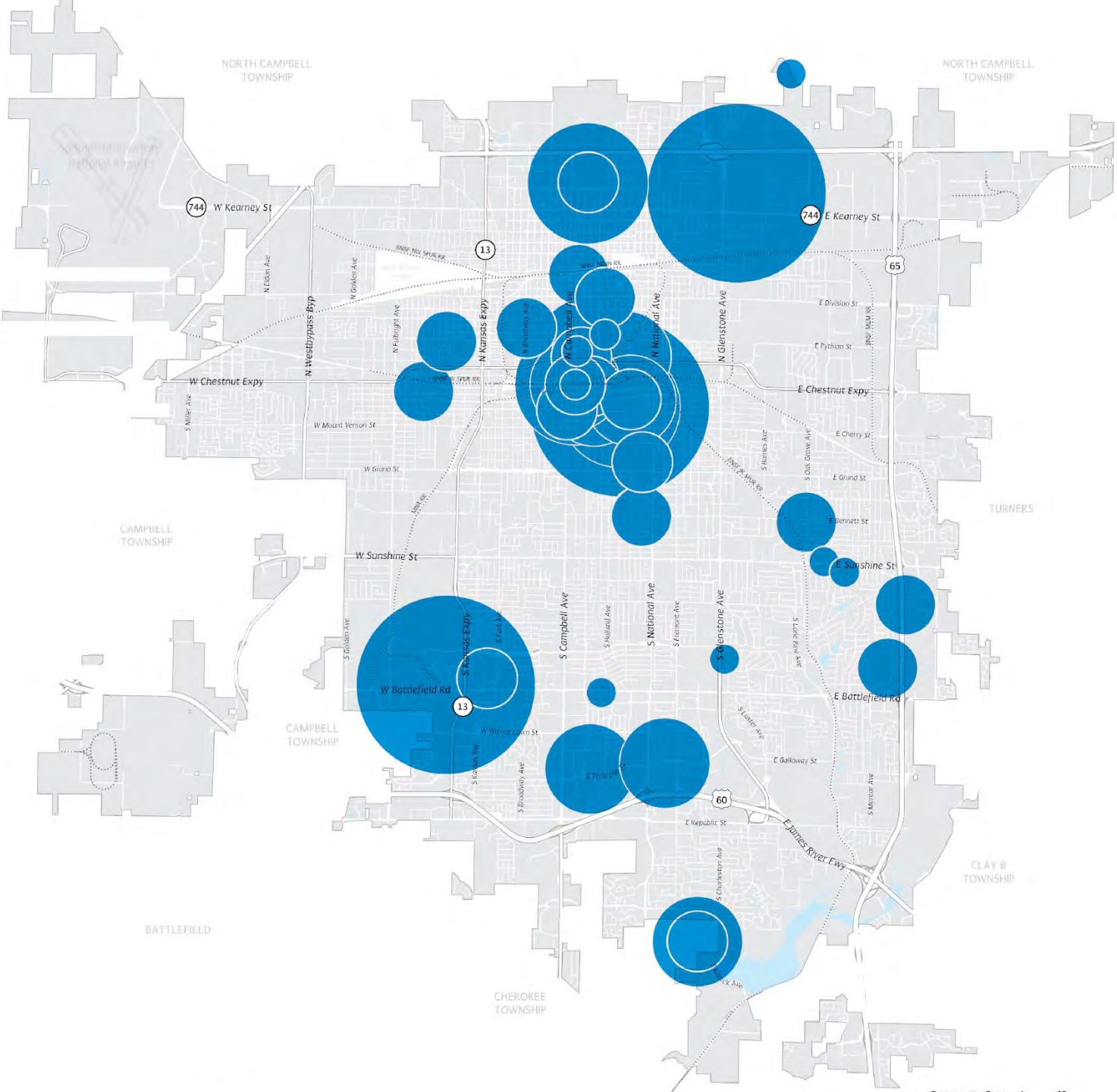
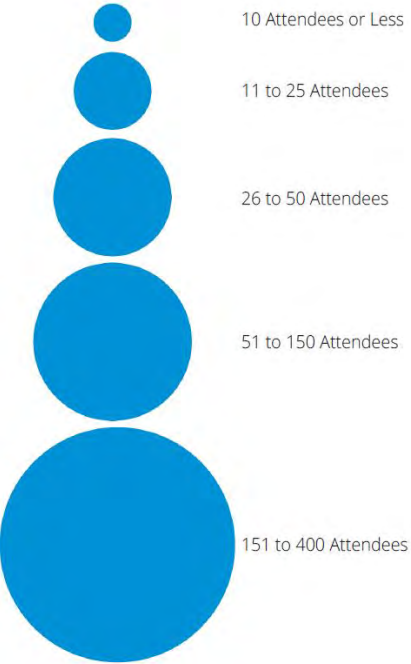
The *Forward SGF Community Outreach Summary Report* was created as an interim report of outreach conducted during the initial phases of the planning process. It provides an in-depth summary of major talking points and online survey responses. Key topics from community outreach have been integrated throughout the Comprehensive Plan in corresponding sections.





# IN PERSON EVENT LOCATIONS

This map provides a visual representation of all the in-person community outreach events completed as part of the *Forward SGF* process. A circle is placed at each outreach location that is proportional in size to the number of attendees at the event. In total, there have been over 60 in-person events conducted, engaging a total of 2,320 participants through face-to-face engagement events.





## KEY ISSUES

The graphic on the following page highlights the top issues and concerns identified by the community across all outreach efforts that are directly related to topics addressed by the Forward SGF Comprehensive Plan. The size of the topic bubble roughly correlates with the amount of comments received per topic. The top issues are grouped by color under overarching topics as follows:

### Key Issue Topics

- Health and Safety
- Transportation
- Jobs and Economic Development
- Character and Identity
- Housing
- Natural Resources and Open Space
- Government and Infrastructure
- Land Use and Development



## NO SILVER BULLET

Per State of Missouri planning enabling legislature, Comprehensive Plan must first and foremost address land use and development. While the Comprehensive Plan addresses a wide variety of topics, it is not a silver bullet for all public policy and City initiatives. While a wide variety of issues and opportunities were identified by the community during the outreach process, the Comprehensive Plan is geared towards spatial issues related to future development and growth. It does not address all issues in Springfield identified by the community.

Several of the outreach themes highlighted are dealt with directly in the Comprehensive Plan while others will require an indirect approach. For example, the Plan directly addresses housing issues using established mechanisms like code enforcement. However, issues such as drug use and poverty are less directly related to land use and development policy. For these issues, the Comprehensive Plan can play an indirect role by addressing environmental contributors to the issue and raising awareness of community priorities that need to be dealt with outside of Forward SGF.

Crime, poverty, drug use, and child welfare are examples of key issues in Springfield identified by the community that are not directly addressed by the Plan:



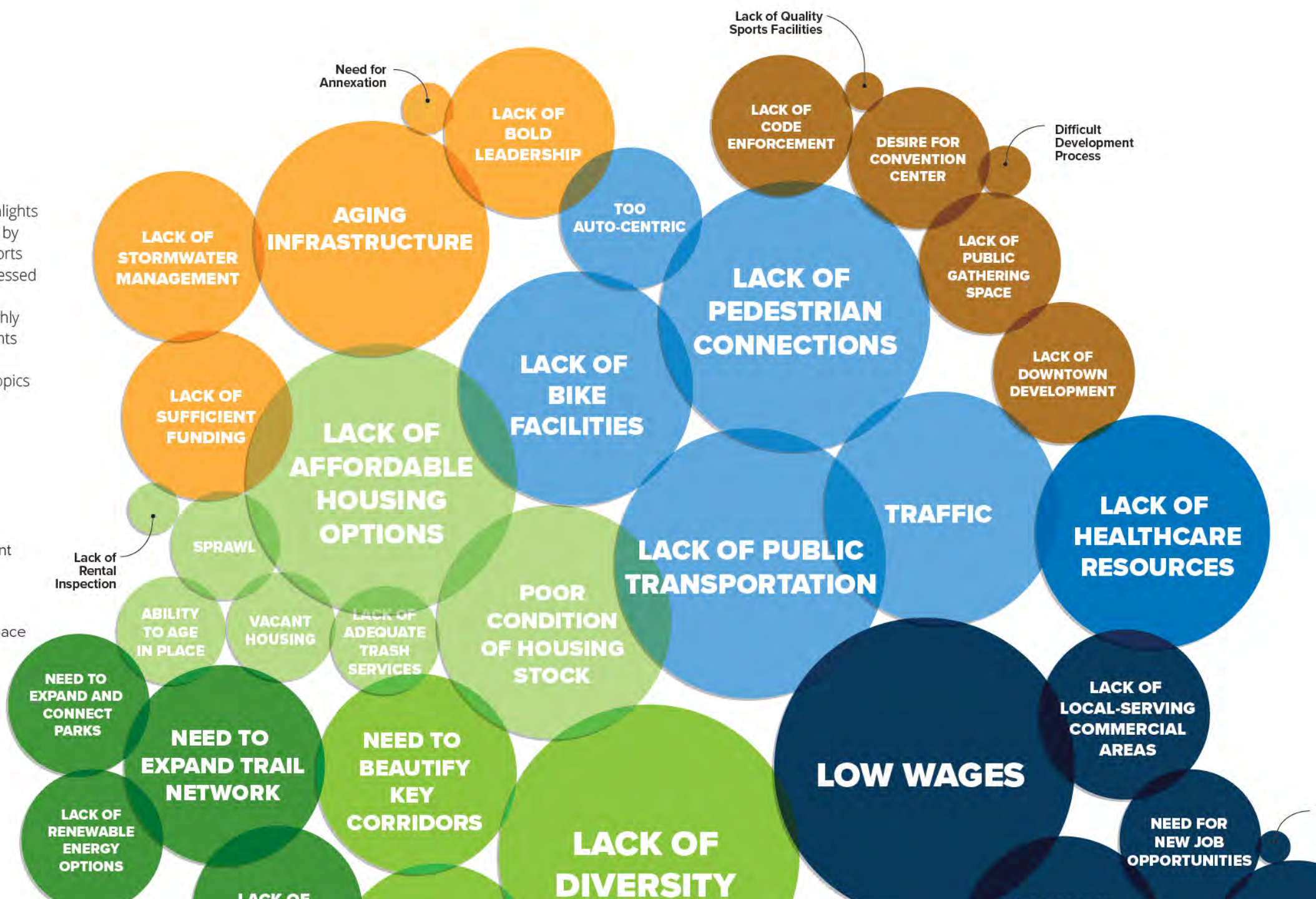


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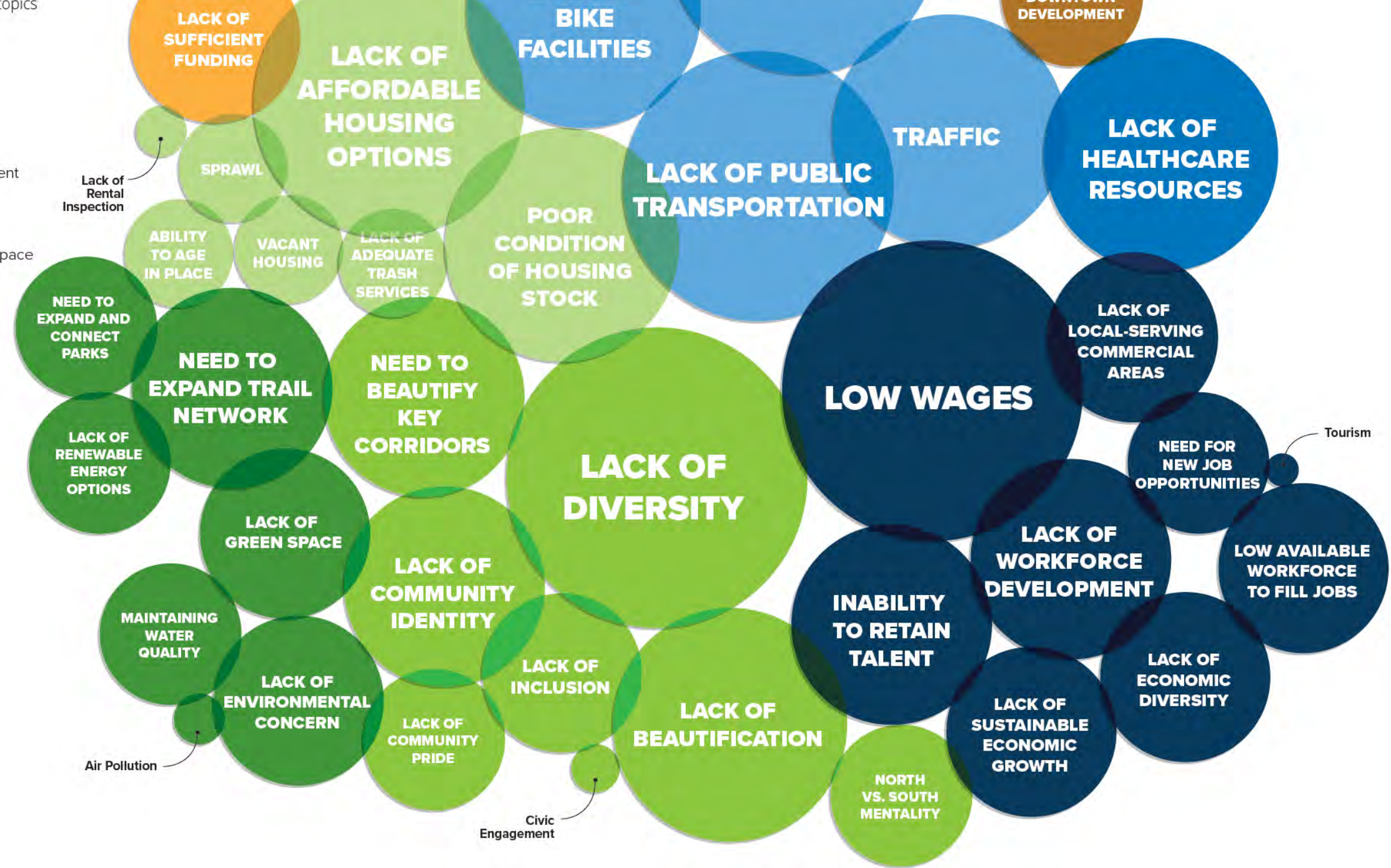
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**Issue Topics**

- Health and Safety
- Transportation
- Economic Development
- Character and Identity
- Living
- Natural Resources and Open Space
- Government and Infrastructure
- Land Use and Development







## TOP 10 KEY ISSUES

The following is an overview of the top 10 issues identified by the community during the outreach process that are addressed by the Plan. These issues informed the foundation of the Forward SGF Comprehensive Plan and its recommendations.

*Note: The issues are ordered in alphabetic order.*

### Beautification

The lack of beautification in Springfield was identified as a prevalent concern, particularly regarding commercial areas and key corridors. Community members wish to enhance the appearance of the City's key gateway routes, such as at major intersections and expressways, routes to the airport, and frequently travelled corridors.

### Community Identity

Community members highlighted the lack of a strong regional and national identity despite Springfield's many assets. There is a desire to leverage natural assets, particularly the City's unique position as a gateway to the Ozarks, and create a cohesive vision for economic development to attract businesses and talent from across the nation. The City's neighborhood organizations were also identified as great assets in defining local identity and organizing local initiatives.

### Diversity & Inclusion

The lack of inclusion and diversity regarding racial and ethnic groups, the LGBTQ community, and people of varied socioeconomic backgrounds were highlighted as concerns by the community. There is a desire to grow the City as more welcoming for different types of people and strengthen inclusion.

### Healthcare Resources

The community identified insufficient access to healthcare as a key issue, particularly related to at-risk youth, drug use, and homelessness. This includes the desire for more affordable healthcare options across the City; increasing the rate of insured individuals, and improving the local culture and social stigma related to mental health treatment.

### Housing Affordability, Diversity & Quality

The lack of affordable and diverse housing types is a major issue identified by the community, particularly for supporting different socioeconomic backgrounds and stages of life. This includes providing quality, attainable housing for low-income families and for target demographics like professionals, young families, and seniors. The community also called for improving the quality of the existing housing stock, neighborhood revitalization, and rental inspection.

### Low Wages

While community members highlighted lower cost of living as a great attribute of Springfield, the prevalence of low wages is a major concern. It was identified as detrimental to attracting new residents from outside the region, upward mobility for low-income individuals, and improving living conditions.

### Pedestrian & Bike Connectivity

Community members identified the lack of pedestrian and bike infrastructure as a top priority, including bike facilities, sidewalks, crosswalks, and trails. The need for a safe and accessible multimodal network was frequently cited to connect destinations across the City.

### Public Transportation

Community members described public transportation in Springfield as inefficient and unreliable. There is a desire for more frequent buses, shorter distances between stops, larger service coverage, regional connections, and increased service times.

### Talent Attraction & Workforce Retention

Attracting and retaining the next generation of talented workers is a key concern of the community, including "brain drain," where well-educated graduates from local universities are moving elsewhere for better employment opportunities. There is a desire to improve workforce development, attract businesses with competitive wages, and improve quality of life and amenities in the City to draw talent from across the nation.

### Traffic & Congestion

Traffic and congestion were identified as a top issue in Springfield, particularly in the Downtown and on major roadways. Community members underscored auto-dependency as a primary cause with too many personal cars crowding the roadways.

## IN THE PLAN

While these top issues are interrelated with different topics of the Comprehensive Plan and are addressed in multiple sections, the following list identifies key areas of the Plan where each issue is further discussed:

Beautification	XX
Community Identity	XX
Diversity & Inclusion	XX
Healthcare Resources	XX
Housing Affordability, Diversity & Quality	XX
Low Wages	XX
Pedestrian & Bike Connectivity	XX
Public Transportation	XX
Talent Attraction & Workforce Retention	XX
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### Public

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# NO SILVER BULLET

- Per State legislation, a Comprehensive Plan must first and foremost address land use and development
- Comprehensive Plan is **not a silver bullet** for all public policy and City initiatives.
- A wide variety of issues can be directly addressed such as housing policy and economic development priorities but...
- Issues such as drug use and poverty are less directly related to land use and development policy.



# ***WHAT DO YOU THINK?***

- *Plan Purpose*
- *Plan Process*
- *Outreach*





# QUALITY OF PLACE



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# THE KEY IS QUALITY OF PLACE!

*Single biggest  
determinant to sustained  
community prosperity.*





# QUALITY OF PLACE

*The creation a more livable and desirable city to live, work, and play.*

## Key Priorities

- Stewardship
- Creating Complete Neighborhoods
- Creating a Vital Economy



# STEWARDSHIP

*Forward SGF prioritizes being stewards of the City's neighborhoods and local economy, as fundamental components of creating quality places.*





# STEWARDSHIP

- **Neighborhoods and Districts**

Increased maintenance and care for core community elements

- **Environment**

Responsible use and protection of the natural and built environment; Basecamp of the Ozarks

- **Community Image**

Strategic investment to leave a lasting good impression

2040

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# COMPLETE NEIGHBORHOODS

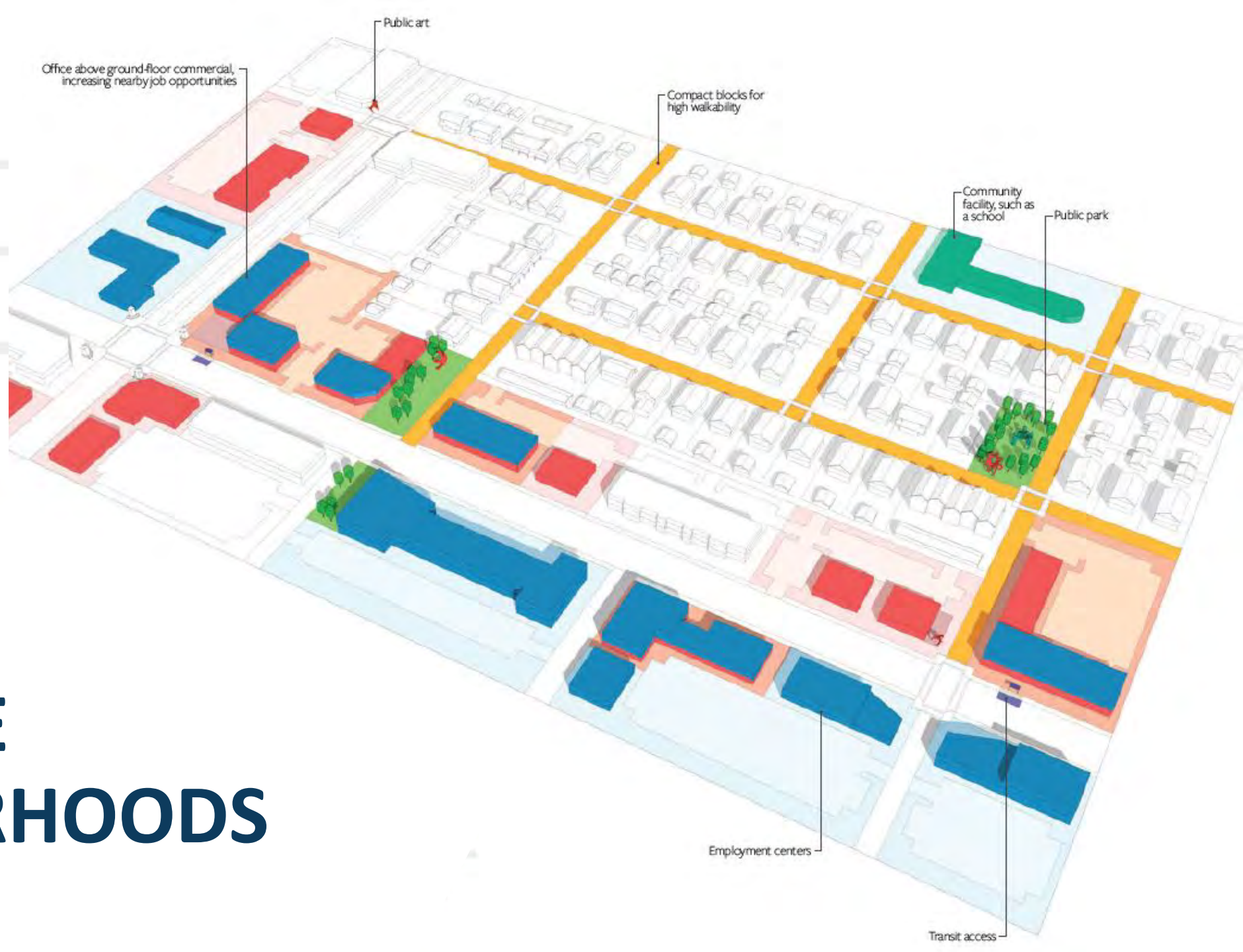
*Amenity-rich neighborhoods represents a unique opportunity*

- 15-Minute walk
- Diverse housing options
- Mix of uses – Neighborhood-scale markets and districts
- Proximity to trails and parks
- Access day-to-day essentials

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# COMPLETE NEIGHBORHOODS

# VITAL ECONOMY

*The creation of quality places will provide a competitive edge to compete with surrounding communities.*

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# VITAL ECONOMY

- Investing and reimagining commercial corridors and mixed-use districts
- Promoting flexibility and incentives to attract entrepreneurs, start-ups, and a remote workforce
- Providing an amenity-rich environment for the modern workforce that chooses place before profession
- Prioritizing flexibility in exchange for quality design and construction

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# ***WHAT DO YOU THINK?***

- ***QUALITY OF PLACE AS  
“NORTH STAR”***







# PLACE-BASED APPROACH

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# PLACE-BASED APPROACH

- Provides for **flexibility in development and design approach** where there is uncertainty around market forces
- Enables land use plan to encapsulate **complex issues best dealt with at a neighborhood scale** (e.g. preservation, water infrastructure)
- Opportunities for change where **form is more important than end use**
- More **easily translated to zoning** since placetypes are more akin to zoning districts
- Development standards and **modern building codes/development practices mitigate issues** historically associated with non-residential development



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# LAND USE PLAN

## FUTURE PLACETYPES

**Center City Neighborhood**  
Typically characterized by a diverse range of single-family homes with varying architectural styles, setbacks, and parcel sizes.

**Established Neighborhood**  
Post-war residential neighborhoods that contain predominantly single-family detached dwellings with uniform setbacks, building designs, and parcel sizes.

**Mixed Residential**  
Primarily higher density single-family attached and multifamily residential dwellings. This includes townhomes, rowhomes, duplexes, apartments, student housing, and single-family detached homes that have been converted into multiunit dwellings.

**Downtown**  
Serves as the primary activity center of Springfield, containing a wide variety of uses, such as retail, entertainment, office, hospitality, institutional, multifamily residential, and public gathering spaces.

**Mixed Use**  
Functions as small-scale activity centers that provide a mix of residential, shopping, service, office, entertainment, and dining options. May include vertically stacked or mixed-out mixed uses.

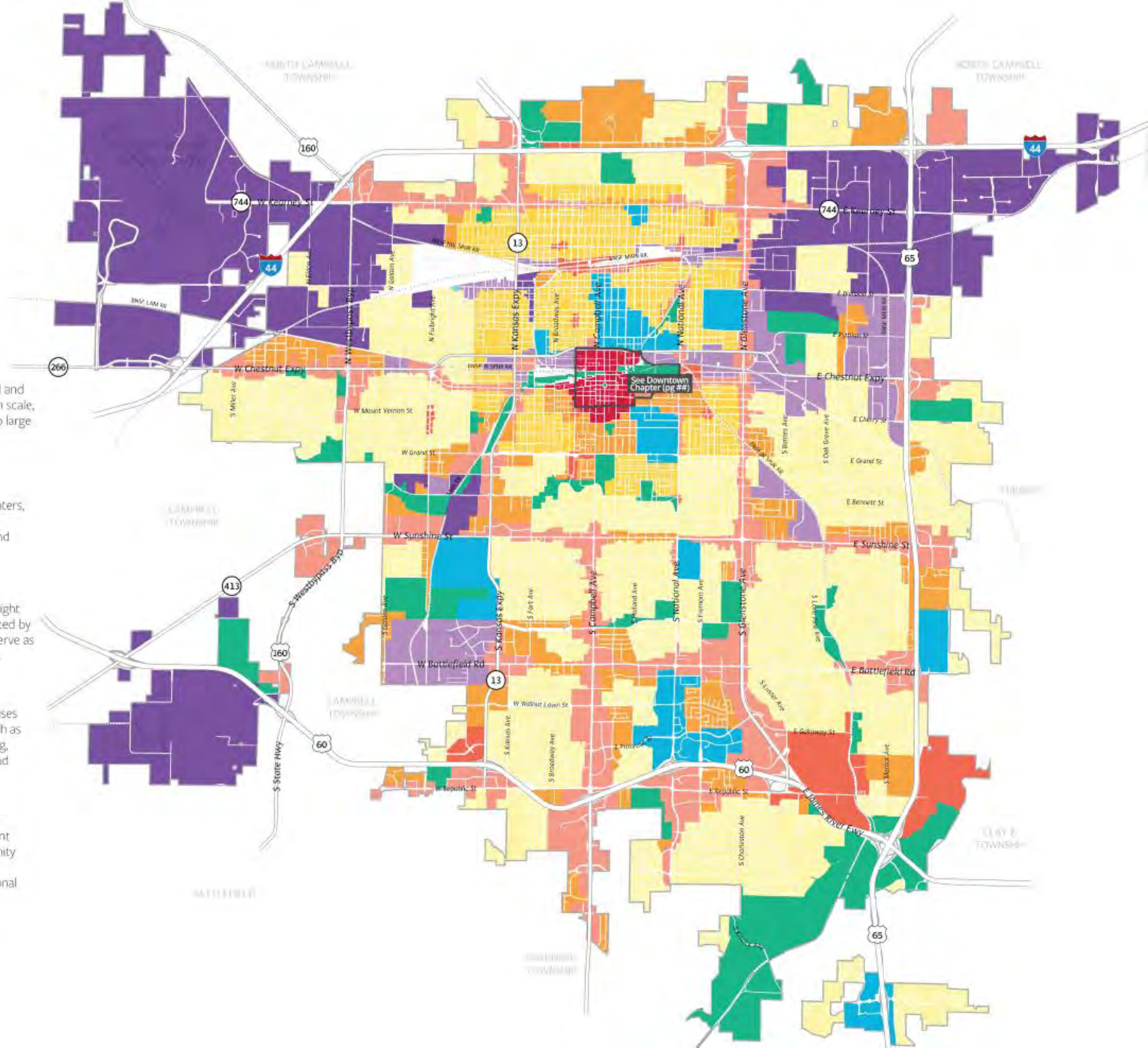
**City Corridor**  
Predominantly consists of commercial and service-related development varying in scale, ranging from standalone businesses to large retail centers.

**Institutional & Employment**  
Contains institutional uses, such as universities, museums, community centers, municipal facilities, and large religious complexes, as well as major medical and office parks.

**Business Flex**  
Includes areas with an eclectic mix of light industrial and office uses, complemented by the occasional commercial use, that serve as centers of employment opportunities.

**Industry & Logistics**  
Consists of light and heavy industrial uses dedicated to a range of industries, such as manufacturing, packaging, warehousing, storage, transportation, commerce, and distribution.

**Urban Green Space & Recreation**  
Consists of Springfield's most significant natural areas as well as major community parks, sports complexes, recreational facilities, and community and educational centers that draw both residents and regional visitors.



# FORWARD SGF PLACETYPES

- Land use and development palette for all areas of City
- Focus efforts in **guiding desired character and intensity** of an area
- Define the **collective mix of uses and block patterns** that establish a place
- Respond to growing need to **address form and sense of place over function (use)**

Center City Neighborhood	
Established Neighborhood	
Mixed Residential	
Downtown	
Mixed Use	
City Corridor	
Institutional & Employment Center	
Business Flex	
Industry & Logistics	
Urban Green Space	





# EXAMPLE PLACETYPE: CENTER CITY NEIGHBORHOOD

- Single-family homes are predominant feature
  - A few **townhomes** or **apartment buildings** occupy the ends of blocks or line perimeter streets
  - **Local retail shops** and services are accessible, but located along main streets or crossroads
  - **Blocks** are generally laid out the same (Intersection spacing, parking, sidewalks)
- 
- Schools, small parks, and religious institutions pocket the area



# Example Placetype: Center City Neighborhood







a





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a



# Example Placetype: Center City Neighborhood





# LAND USE PLAN

## FUTURE PLACETYPES

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Serves as the primary activity center of Springfield, containing a wide variety of uses, such as retail, entertainment, office, hospitality, institutional, multifamily residential, and public gathering spaces.

**Mixed Use**  
Functions as small-scale activity centers that provide a mix of residential, shopping, service, office, entertainment, and dining options. May include vertically stacked or mixed-use developments.

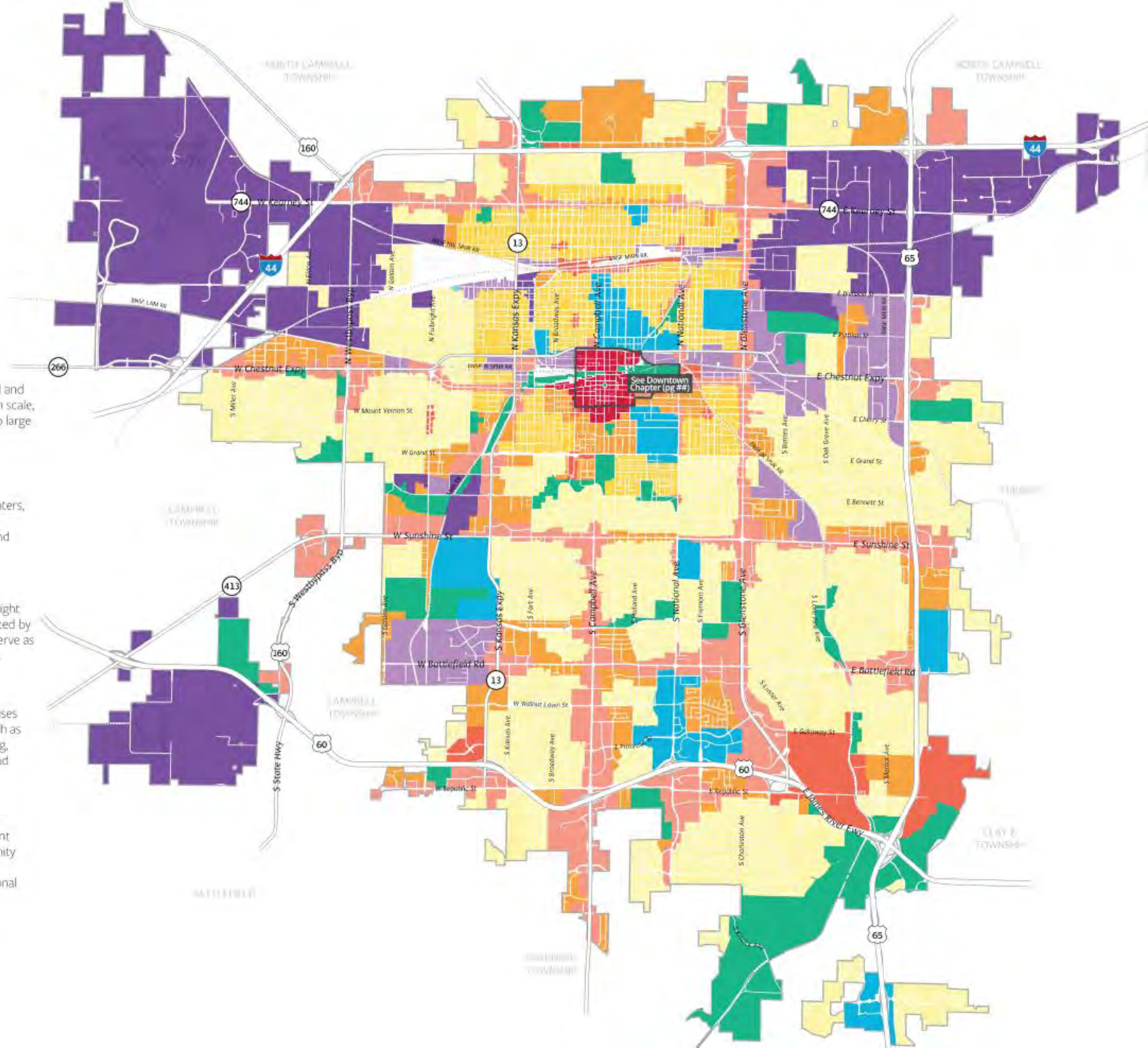
**City Corridor**  
Predominantly consists of commercial and service-related development varying in scale, ranging from standalone businesses to large retail centers.

**Institutional & Employment**  
Contains institutional uses, such as universities, museums, community centers, municipal facilities, and large religious complexes, as well as major medical and office parks.

**Business Flex**  
Includes areas with an eclectic mix of light industrial and office uses, complemented by the occasional commercial use, that serve as centers of employment opportunities.

**Industry & Logistics**  
Consists of light and heavy industrial uses dedicated to a range of industries, such as manufacturing, packaging, warehousing, storage, transportation, commerce, and distribution.

**Urban Green Space & Recreation**  
Consists of Springfield's most significant natural areas as well as major community parks, sports complexes, recreational facilities, and community and educational centers that draw both residents and regional visitors.





# FORWARD SGF PLACETYPES

PLACETYPES	LAND USES															
	Single-Family Detached	Single-Family Attached	Multifamily	Parks & Open Space	Recreational Facilities	Urban Agriculture	Retail & Service	Mixed Use	Entertainment	Maker & Innovation Space	Office	Light Industrial	Heavy Industrial	Institutional	Airport & Related Facilities	Transportation Facilities
Center City Neighborhood	●	○	○	○		○	◈							○		
Established Neighborhood	●	●	○	○		○	◈							○		
Mixed Residential		●	●	○		○	◈	○						○		
Downtown		○	●	○			●	●	●	○	●	○				
Mixed Use		○	●	○			●	●	●	○	●			○		
City Corridor			○				●	●		●				○		
Institutional & Employment Center	○	○	○				○			●	●					
Business Flex							○			●	●	●				
Industry & Logistics							○				○	●	●		●	●
Urban Green Space				●	●	●								○		

- **Primary Land Use:** More prominent and play a pivotal role in characterizing that placetype
- **Supporting Land Use:** Less prevalent and serve to support the primary land use.
- ◈ **Low Intensity Supporting Land Use:** Less prevalent and serve to support the primary use at neighborhood scale



# LAND USE PLAN

## FUTURE PLACETYPES

**Center City Neighborhood**  
Typically characterized by a diverse range of single-family homes with varying architectural styles, setbacks, and parcel sizes.

**Established Neighborhood**  
Post-war residential neighborhoods that contain predominantly single-family detached dwellings with uniform setbacks, building designs, and parcel sizes.

**Mixed Residential**  
Primarily higher density single-family attached and multifamily residential dwellings. This includes townhomes, rowhomes, duplexes, apartments, student housing, and single-family detached homes that have been converted into multiunit dwellings.

**Downtown**  
Serves as the primary activity center of Springfield, containing a wide variety of uses, such as retail, entertainment, office, hospitality, institutional, multifamily residential, and public gathering spaces.

**Mixed Use**  
Functions as small-scale activity centers that provide a mix of residential, shopping, service, office, entertainment, and dining options. May include vertically stacked or mixed out mixed of uses.

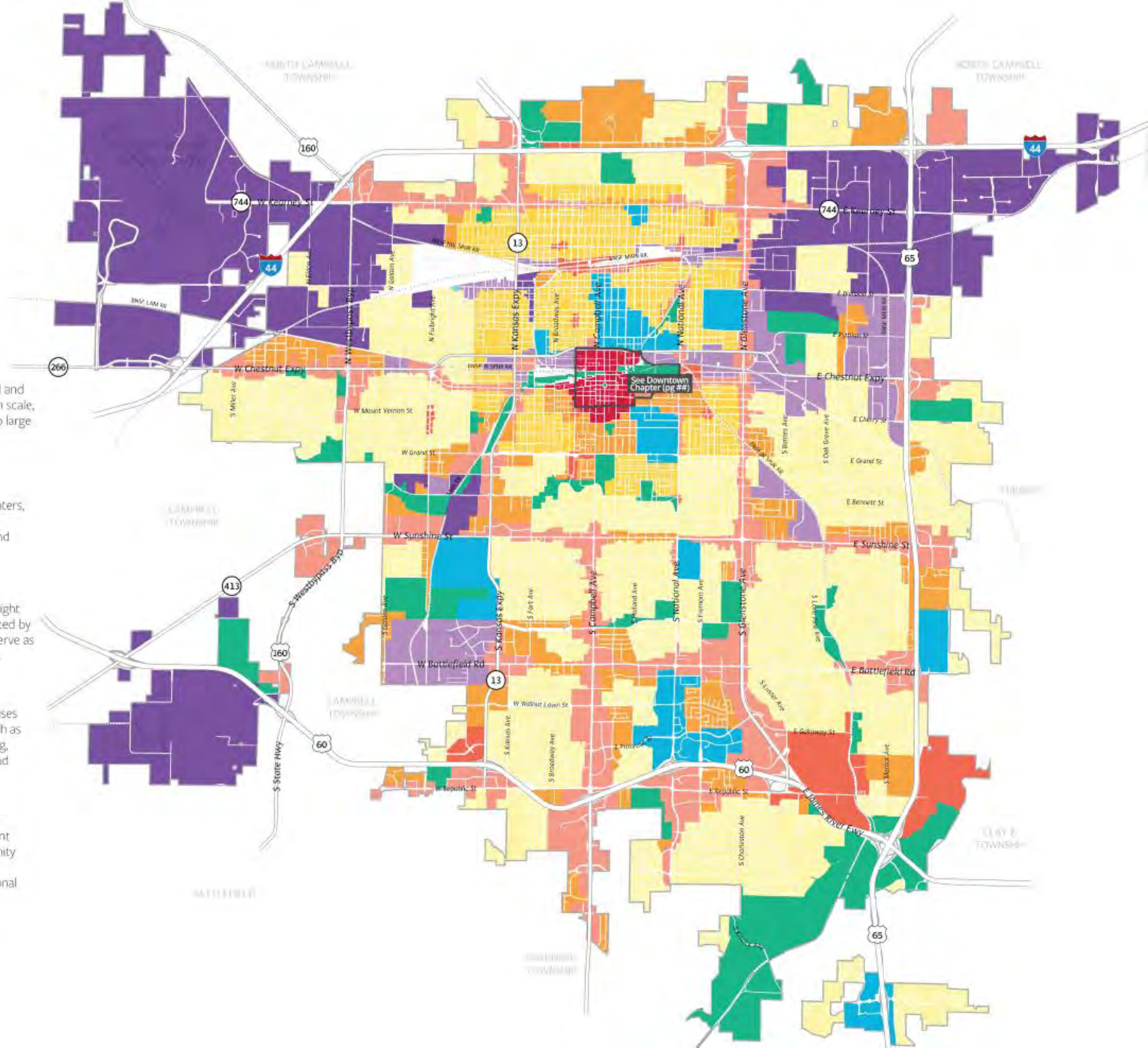
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Contains institutional uses, such as universities, museums, community centers, municipal facilities, and large religious complexes, as well as major medical and office parks.

**Business Flex**  
Includes areas with an eclectic mix of light industrial and office uses, complemented by the occasional commercial use, that serve as centers of employment opportunities.

**Industry & Logistics**  
Consists of light and heavy industrial uses dedicated to a range of industries, such as manufacturing, packaging, warehousing, storage, transportation, commerce, and distribution.

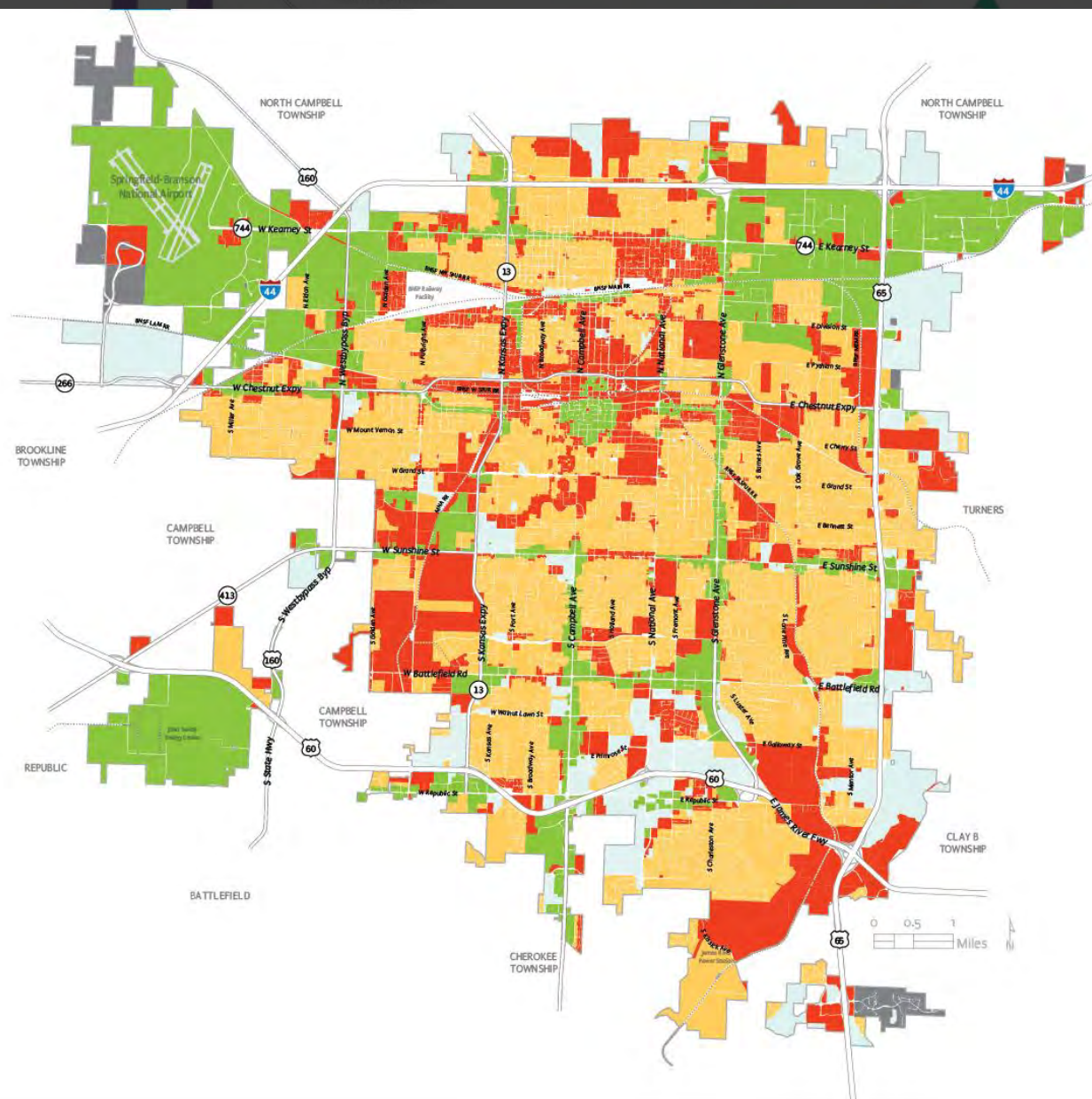
**Urban Green Space & Recreation**  
Consists of Springfield's most significant natural areas as well as major community parks, sports complexes, recreational facilities, and community and educational centers that draw both residents and regional visitors.





## FORWARD SGF ZONING ALIGNMENT

- 1 - Aligned, No Changes Needed
- 2 - Aligned, Minimal Changes Needed
- 3 - Not Aligned
- PD Planned Development
- County Zoning Districts



# GRANT AVENUE CORRIDOR PLAN

- Builds on underlying Placetypes and Forward SGF Community Input
- Adopted March 22, 2021
- Groundwork for new zoning regulations
- Direct reinvestment and future development



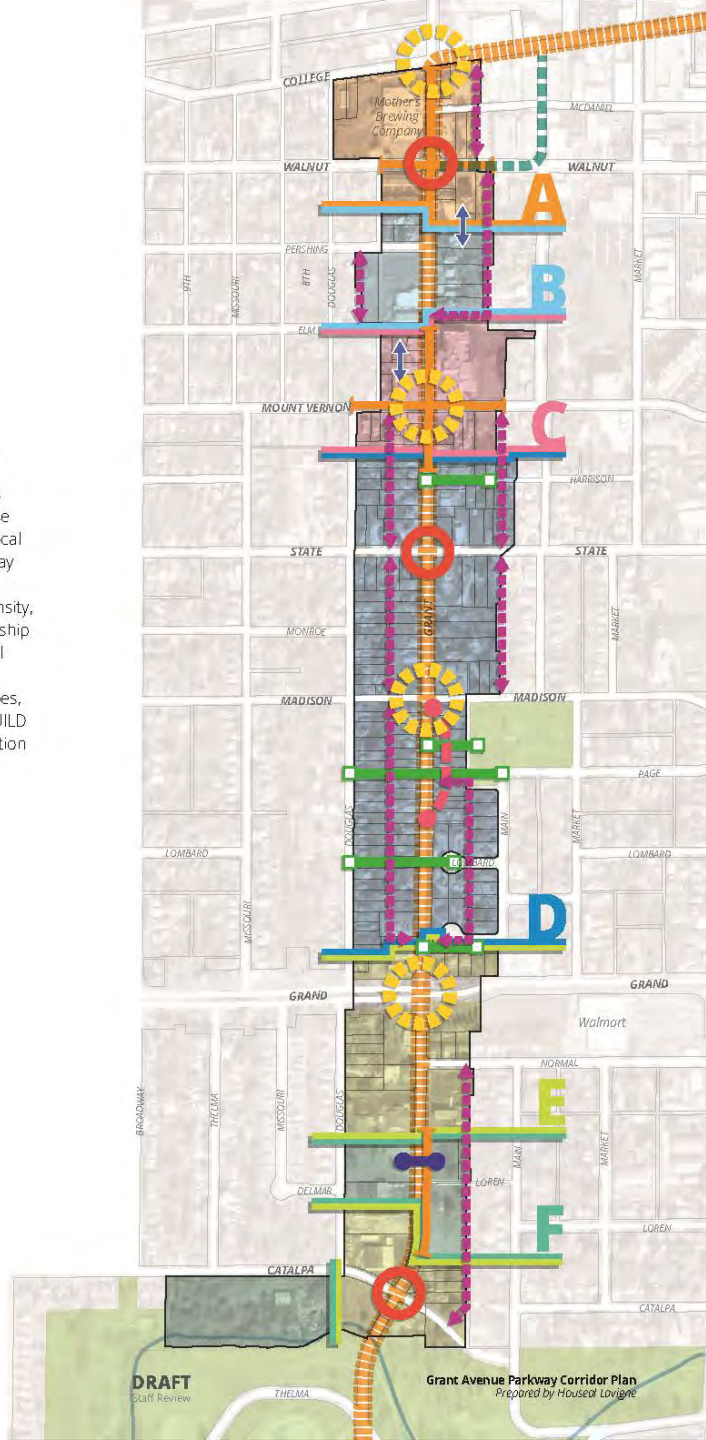


## CORRIDOR FRAMEWORK

With Forward SGF placetypes as a starting point, the corridor planning area has been further divided into six functional subareas (A-F) that help define how city-wide land use and development policy is applied at the local level. Each subarea has a distinct role to play within the corridor with a unique mix of desired future uses and development intensity, redevelopment opportunities, and relationship to the surrounding neighborhoods. Several factors were considered in defining the subareas including the underlying placetypes, community input, the investment of the BUILD Grant along Grant Avenue, street classification and function and preservation of existing structures.

### Legend

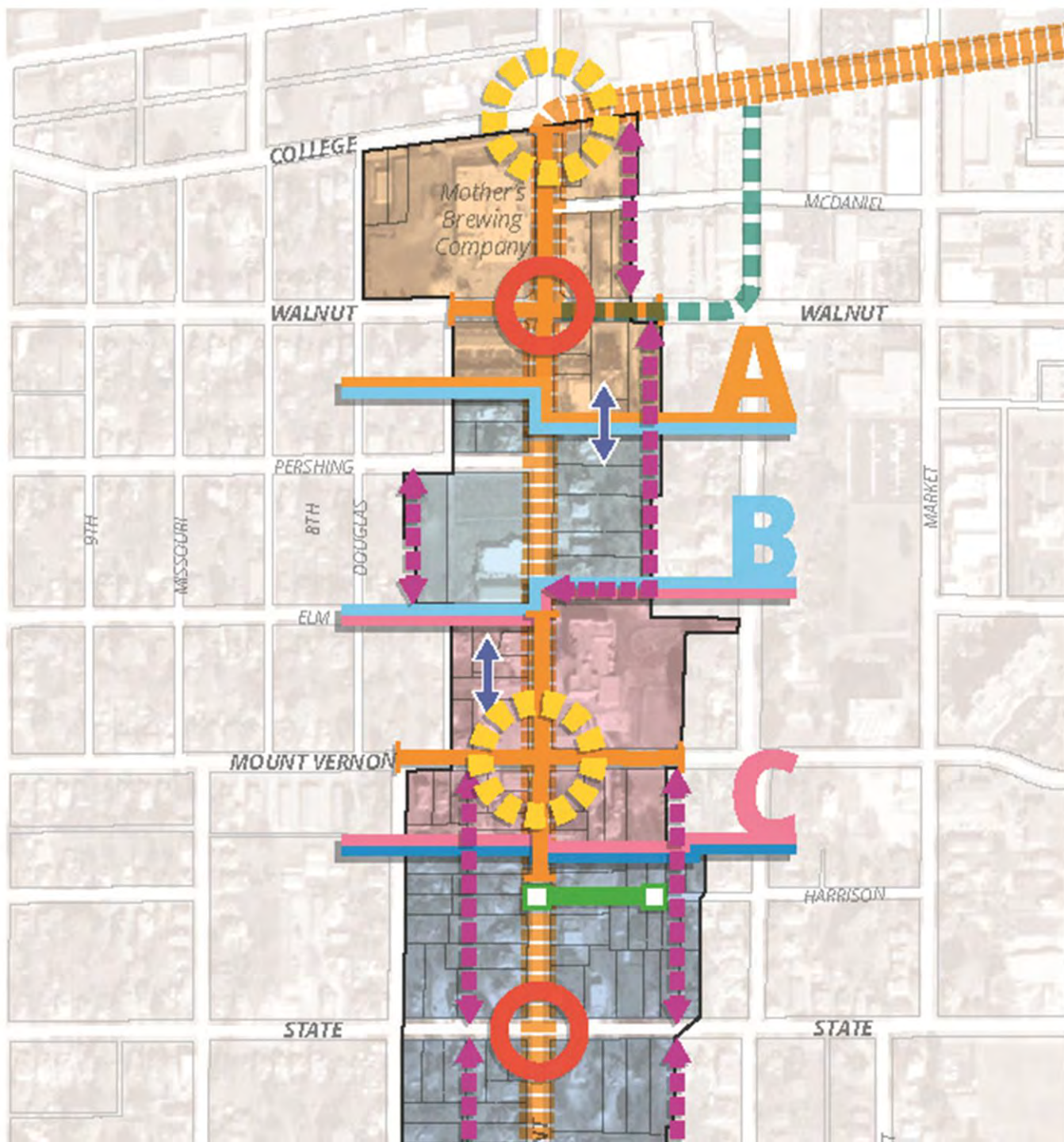
-  Grant Avenue Corridor
-  Proposed Intersection Improvement & Placemaking Focal Points
-  Proposed Crosswalk Enhancement
-  Proposed Raised Mid-block Crossing
-  Alley Opportunity
-  Cross-Access
-  Potential Pedestrian Connections
-  Potential Roadway Realignment
-  Grant Avenue Roadway Reconfiguration
-  Proposed Bike Lanes
-  Proposed Parallel Parking



## REGULATORY FRAMEWORK

- Overlay district that applies to all corridor parcels, regardless of underlying zoning
- Corridor specific regulations
  - Permitted and conditional uses
  - Density
  - Height
  - Setbacks or Built-to Zones
- Guidelines to leverage future Grant Avenue Parkway (GAP)





# LAND USE FRAMEWORK

- **A** – Mixed-use gateway to Downtown Springfield
- **B** – Encourage preservation; Adaptive reuse where possible; New development should complement existing character, but with greater density
- **C** – Local-serving, mixed-use neighborhood center; Gateway to West Central; Encourage preservation



# SUBAREA A

## DESCRIPTION

Subarea A (generally College Street to Walnut Street) at the north end of the corridor is the western gateway to the Downtown and should be prioritized for mixed-use development. New development in this subarea should complement nearby downtown urban-scale development and provide for integration and transition of these uses into a more traditional neighborhood form. Mother's Brewing Company is an existing development that could serve to anchor future investment in this portion of the corridor with a focus on dining and entertainment that can benefit from the Parkway.

## BULK

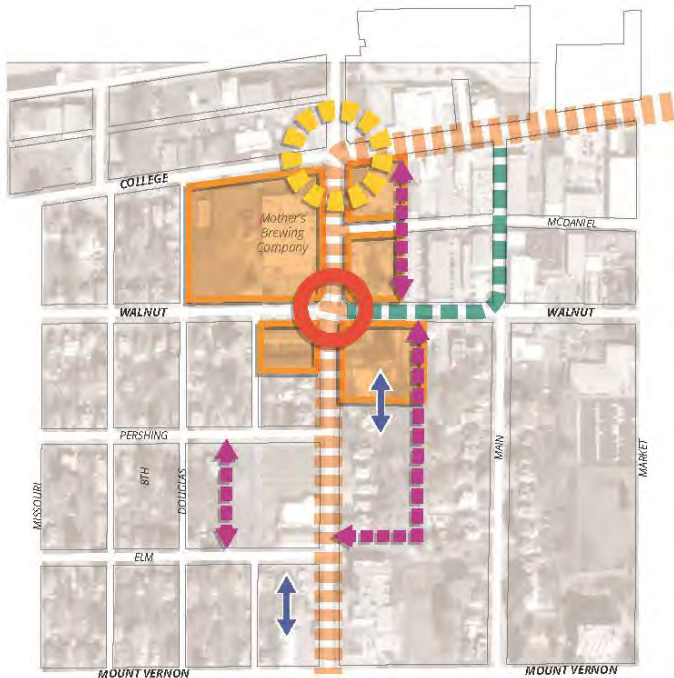
**Area:** ~329,500 ft<sup>2</sup> / ~7.5 ac

**Maximum height:** 3/4 stories

**Front setback:** None

## USE

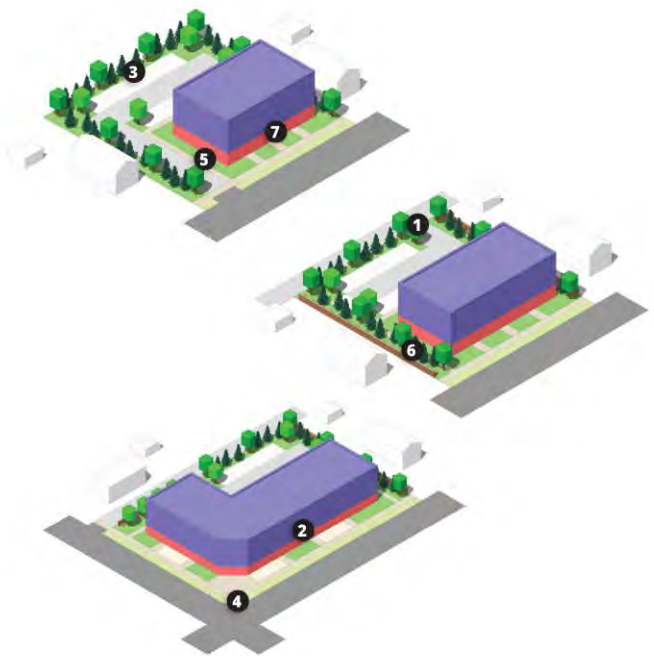
Retain existing brewery; Mixed-use (upper-story multifamily/office space and ground-floor commercial uses, such as retail and services and/or offices)



### SUBAREA A

- Proposed Intersection Improvement & Placemaking Focal Points
- Proposed Crosswalk Enhancement
- Alley Opportunity

- Cross-Access
- Proposed Bike Lanes
- Grant Avenue Roadway Reconfiguration
- Potential Pedestrian Connections



## BLOCK TYPOLOGY

- 1 Parking Lot** – Parking should be located behind the building and accessed through the alley.
- 2 Streetwall** – Buildings should be sited to create a continuous streetwall along Grant Avenue.
- 3 Screening** – Parking lots should be well screened from adjacent residential uses.
- 4 Siting** – New development should hold the corner with a prominent, well-designed structure.
- 5 Pedestrian Access** – Parking lots should be connected to Grant Avenue to increase pedestrian access to the corridor.
- 6 Buffering** – Walls or fencing and landscaping should be used to create clear separation between residential and nonresidential uses.
- 7 Orientation** – Buildings should be oriented toward Grant Avenue.

# SUBAREA A



## DESIGN CONSIDERATIONS

- 1 Façade Design** – Building façades should reinforce the character of the subarea.
- 2 Signage** – Signage should be designed to prioritize pedestrian wayfinding.
- 3 Windows** – Glazing should not be tinted or fritted with an opacity that prevents a visual connection from the public realm into storefronts.
- 4 Entrances** – Primary entrances should be located at the front of the building facing Grant Avenue.
- 5 Rooflines** – Detailing, such as cornices and other elements along the roofline are encouraged. Elements such as cornice lines should also be used to draw a visual connection to adjacent development.
- 6 Materials** – Nontraditional building materials such as plastic and vinyl siding are discouraged.



## DESCRIPTION

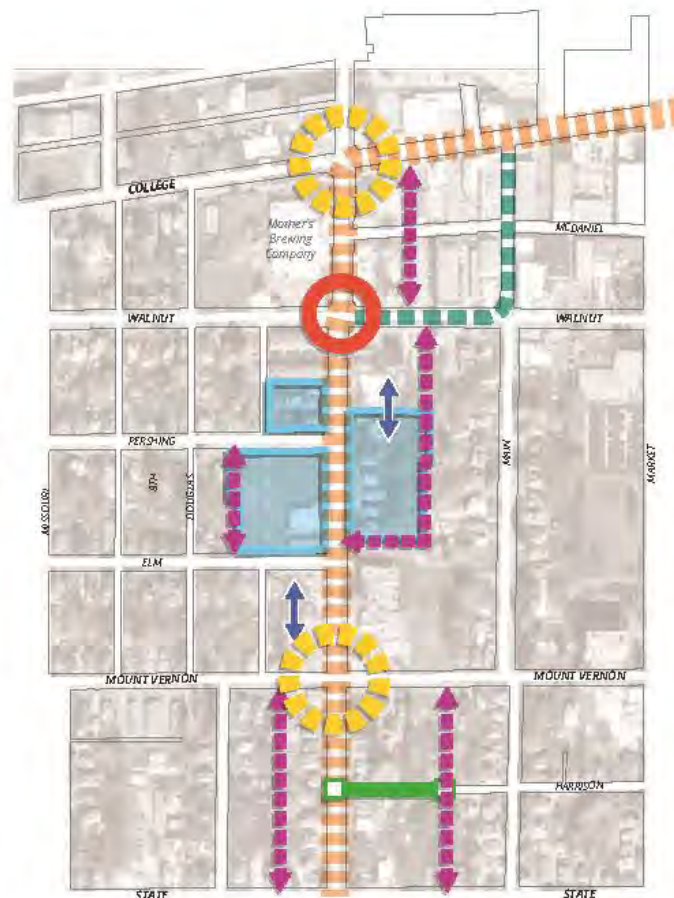
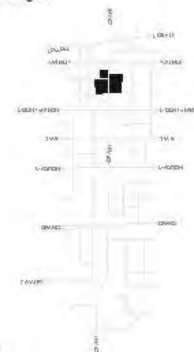
BULK

Area: -132,500 ft<sup>2</sup> / -3.0 ac




Maximum height: 3/4 stories


USE


Mixed-use (upper-story multifamily, ground-floor neighborhood-scale commercial, retail, and services, and/or office); Multifamily; Single-family attached; Preserve historically significant single-family structures and encourage adaptive reuse; Potential repositioning of existing church parking lot




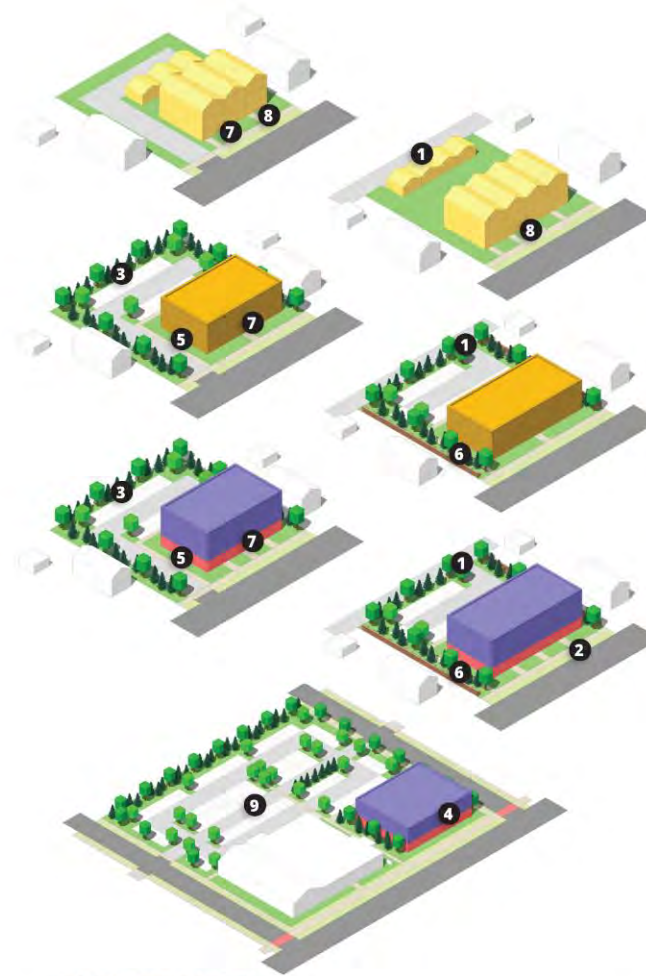
### SUBAREA B

 Proposed Intersection Improvement & Placemaking Focal Points Proposed Crosswalk Enhancement Alley Opportunity

 Cross-Access

 Proposed Bike Lanes

Grant Avenue Roadway Reconfiguration

 Potential Pedestrian Connections

## BLOCK TYPOLOGY

- 1 Parking Lot** – Parking should be located behind the building and accessed through the alley.
- 2 Streetwall** – Buildings should be sited to create a continuous streetwall along Grant Avenue.
- 3 Screening** – Parking lots should be well screened from adjacent residential uses.
- 4 Siting** – New development should hold the corner with a prominent, well-designed structure.
- 5 Pedestrian Access** – Parking lots should be connected to Grant Avenue to increase pedestrian access to the corridor.
- 6 Buffering** – Walls or fencing and landscaping should be used to create clear separation between residential and nonresidential uses.
- 7 Orientation** – Buildings should be oriented toward Grant Avenue.
- 8 Setbacks** – New development should be setback to align with the existing residential structure that is closest to the public right-of-way.
- 9 Expand Parking** – Expand parking to the west utilizing 7th Avenue as an access road.

## DESIGN CONSIDERATIONS

- 1 Adaptive Reuse** – Remaining single-family structures should be converted to home businesses.
- 2 Signage** – Signage should be designed to prioritize pedestrian wayfinding.
- 3 Windows** – Glazing should not be tinted or fritted with an opacity that prevents a visual connection from the public realm into storefront.
- 4 Property** – Properties should be maintained in a manner that does not detract from the character and appeal of the corridor.
- 5 Quality** – Single-family detached homes remodeled and updated to match the style of the adjacent neighborhood.
- 6 Driveways** – All single-family homes should have driveways constructed of asphalt, concrete, or brick pavers.

Exterior view of Ebbett's Field Restaurant & Pub, a two-story building with a stone base and wooden upper floors. Red circles 1 and 4 highlight specific areas.





## SUBAREA C

### DESCRIPTION

Subarea C (generally Elm Street to Mt. Vernon Street) serves as a focal point and gateway for the West Central neighborhood. It is intended to be a local-serving, mixed-use neighborhood center. The preservation and adaptive reuse of structures within this subarea is encouraged. Campbell School is located in this subarea as well as some small-scale non-residential uses on the west side of Grant Avenue. These sites offer opportunities for further redevelopment or adaptive reuse. Design of new development facing Mt. Vernon, should be sensitive to the rhythm of the residential neighborhood, located east and west of the corridor.

### BULK

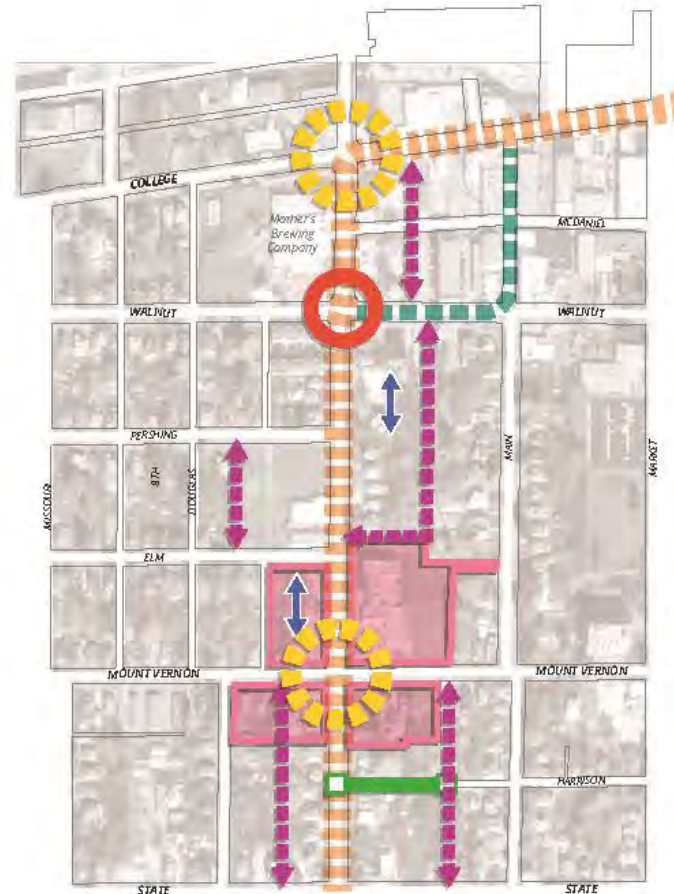
**Area:** ~387,300 ft<sup>2</sup> / ~8.8 ac

**Maximum height:** 2/3 stories

**Front setback:** None

### USE

Potential adaptive reuse of existing school building for residential/childcare; Mixed-use (upper-story multifamily; ground-floor neighborhood-scale commercial, retail, and services, and/or office); Multifamily



#### SUBAREA C

Proposed Intersection Improvement & Placemaking Focal Points

Proposed Crosswalk Enhancement

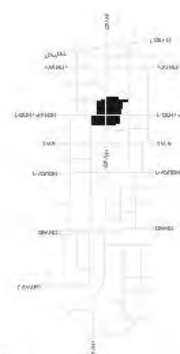
Alley Opportunity

Cross-Access

Proposed Bike Lanes

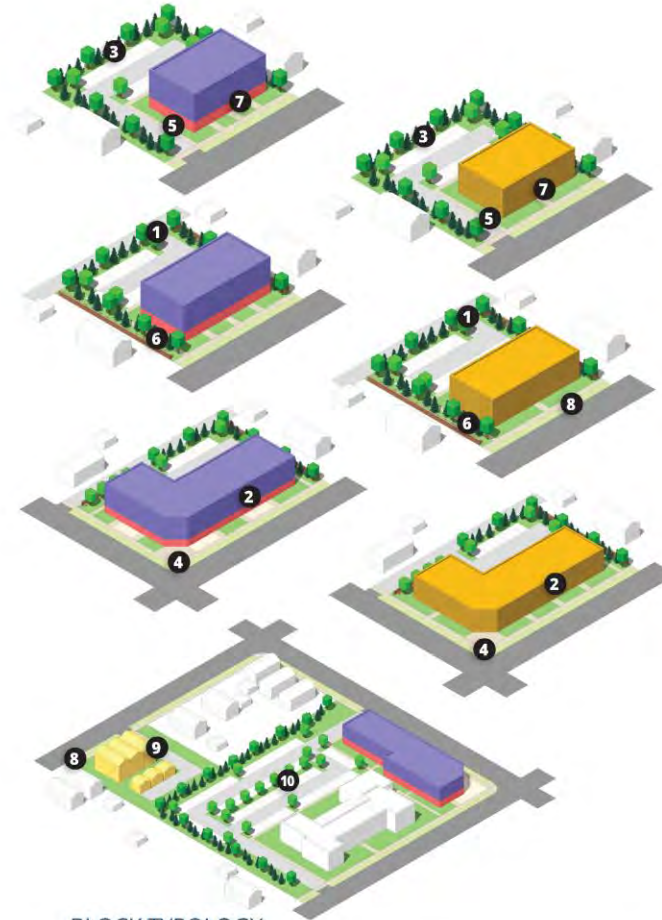
Grant Avenue Roadway Reconfiguration

Potential Pedestrian Connections



DRAFT  
Staff Review

Grant Avenue Parkway Corridor Plan  
Prepared by Hausel Lovigne



### BLOCK TYPOLOGY

- 1 Parking Lot** – Parking should be located behind the building and accessed through the alley.
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- 3 Screening** – Parking lots should be well screened from adjacent residential uses.
- 4 Siting** – New development should hold the corner with a prominent, well-designed structure.
- 5 Pedestrian Access** – Parking lots should be connected to Grant Avenue to increase pedestrian access to the corridor.
- 6 Buffering** – Walls or fencing and landscaping should be used to create clear separation between residential and nonresidential uses.
- 7 Orientation** – Buildings should be oriented toward Grant Avenue.
- 8 Setbacks** – New development should be setback to align with the existing residential structure that is closest to the public right-of-way.
- 9 Residential Infill** – New development on Main Avenue should infill with single-family attached to match the residential pattern of the street.
- 10 Shared Parking** – New development adjacent to the school building should share parking.

Grant Avenue Parkway Corridor Plan  
Prepared by Hausel Lovigne

DRAFT  
Staff Review

## SUBAREA C



### DESIGN CONSIDERATIONS

- 1 Façade Design** – Building façades should reinforce the character of the Subarea.
- 2 Windows** – Glazing should not be tinted or fritted with an opacity that prevents a visual connection from the public realm into storefronts.
- 3 Outdoor Dining** – Outdoor dining should be allowed to create active commercial nodes.
- 4 Rooflines** – Elements such as cornice lines should be used to draw a visual connection to adjacent development.
- 5 Materials** – Nontraditional building materials such as plastic and vinyl siding are discouraged.
- 6 Lighting** – Lighting should be incorporated into entries, signage, displays and pedestrian walkways, parking areas for wayfinding and general safety.

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# BUILDING ORIENTATION, SITING, AND DESIGN

- Building Orientation
- Exterior Building Materials
- Front Façade Treatments
- Building Siting
- Transparency
- Awnings and Canopies
- Articulation
- Story Height



# BUILDING ORIENTATION, SITING, AND DESIGN

- **Building Orientation**
- Exterior Building Materials
- Front Façade Treatments
- Building Siting
- **Transparency**
- **Awnings and Canopies**
- Articulation
- Story Height





# BUILDING ORIENTATION, SITING, AND DESIGN

- Building Orientation
- **Exterior Building Materials**
- Front Façade Treatments
- **Building Siting**
- Transparency
- Awnings and Canopies
- **Articulation**
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# BUILDING ORIENTATION, SITING, AND DESIGN

- Building Orientation
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- Building Siting
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# BUILDING ORIENTATION, SITING, AND DESIGN

- Building Orientation
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- Awnings and Canopies
- Articulation
- **Story Height**



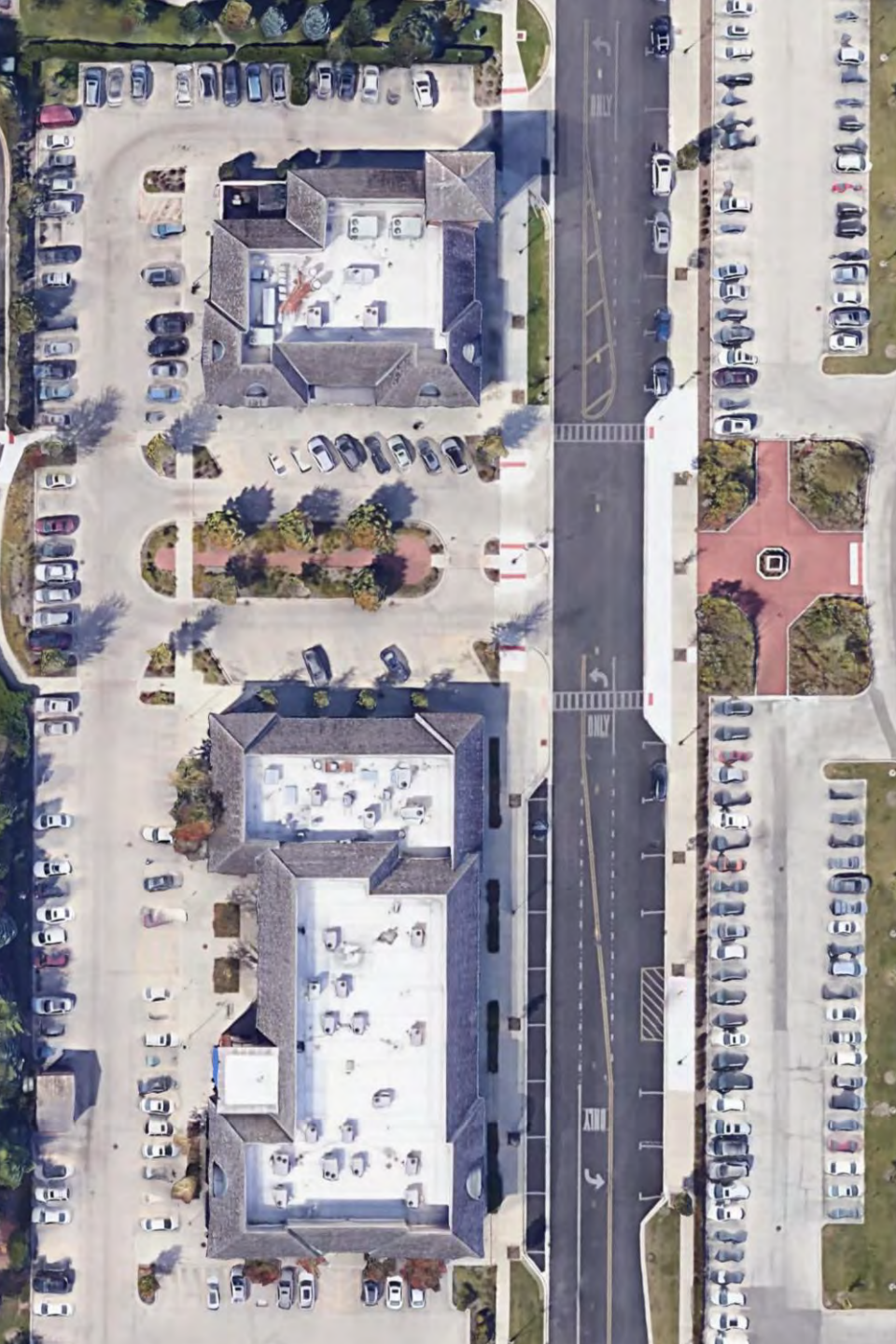


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# OFF-STREET PARKING

- Required Spaces
  - *Residential uses in Subdistricts B, C, D, E, and F: existing parking requirements*
  - *All uses in Subdistrict A and nonresidential uses in Subdistricts B, C, D, E, and F: no minimum requirement*
- Vehicular Cross Access Drives
- Bicycle Parking
- Pedestrian Walkways



# OFF-STREET PARKING

- Required Spaces
  - *Residential uses in Subdistricts B, C, D, E, and F: existing parking requirements*
  - *All uses in Subdistrict A and nonresidential uses in Subdistricts B, C, D, E, and F: no minimum requirement*
- Vehicular Cross Access Drives
- Bicycle Parking
- Pedestrian Walkways





# LANDSCAPING

- Parking lot perimeter screening
- Interior parking lot landscape islands and medians
- Building foundation landscape
- Buffer yards

# LANDSCAPING

Buffer yards

Interior parking lot landscape  
islands and medians

Parking lot  
perimeter screening

Building foundation  
landscape

Repositioning Existing  
Church Property





# SIGNS

- Permanent Signs
  - *Wall Sign*
  - *Awning or Canopy Sign*
  - *Projecting Sign*
  - *Window Sign, Permanent*
  - *On-Site Traffic Directional Sign*

\* Addresses needed updates regarding content neutral standards



# SIGNS

- Temporary Signs
  - *Wall Mounted Banner Sign*
  - *Sidewalk Sign*
  - *Window Sign, Temporary*
  - *Yard Sign*
  - *Post Sign*



# ***WHAT DO YOU THINK?***

- *Place-based Approach*
- *Placetypes*
- *Regulatory Framework*



# GROWTH & ANNEXATION





# MANAGING GROWTH

Growth management recommendations are guided by the following objectives:

- **Maximize development in urbanized portions of Springfield** through market-responsive regulations and infrastructure upgrades.
- **Prioritize maintenance and upgrades to existing infrastructure** over the installation of new infrastructure.
- **Limit the extension of infrastructure** to those areas designated for development in the Land Use Plan.
- Prioritize areas for annexation where development will provide a **positive fiscal benefit** to the City.

2040

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# GROWTH AREA FUTURE PLACETYPES

## Center City Neighborhood

Typically characterized by a diverse range of single-family homes with varying architectural styles, setbacks, and parcel sizes.

## Established Neighborhood

Post-war residential neighborhoods that contain predominantly single-family detached dwellings with uniform setbacks, building designs, and parcel sizes.

## Mixed Residential

Primarily higher density single-family attached and multifamily residential dwellings. This includes townhomes, rowhomes, duplexes, apartments, student housing, and single-family detached homes that have been converted into multiunit dwellings.

## Downtown

Serves as the primary activity center of Springfield, containing a wide variety of uses, such as retail, entertainment, office, hospitality, institutional, multifamily residential, and public gathering spaces.

## Mixed Use

Functions as small-scale activity centers that provide a mix of residential, shopping, service, office, entertainment, and dining options. They can include vertically stacked or horizontally laid out mixed of uses.

## City Corridor

Predominantly consists of commercial and service-related development varying in scale, ranging from standalone businesses to large retail centers.

## Institutional & Employment

Contains institutional uses, such as universities, museums, community centers, municipal facilities, and large religious complexes, as well as major medical and office parks.

## Business Flex


Includes areas with an eclectic mix of light industrial and office uses, complemented by the occasional commercial use, that serve as centers of employment opportunities.


## Industry & Logistics

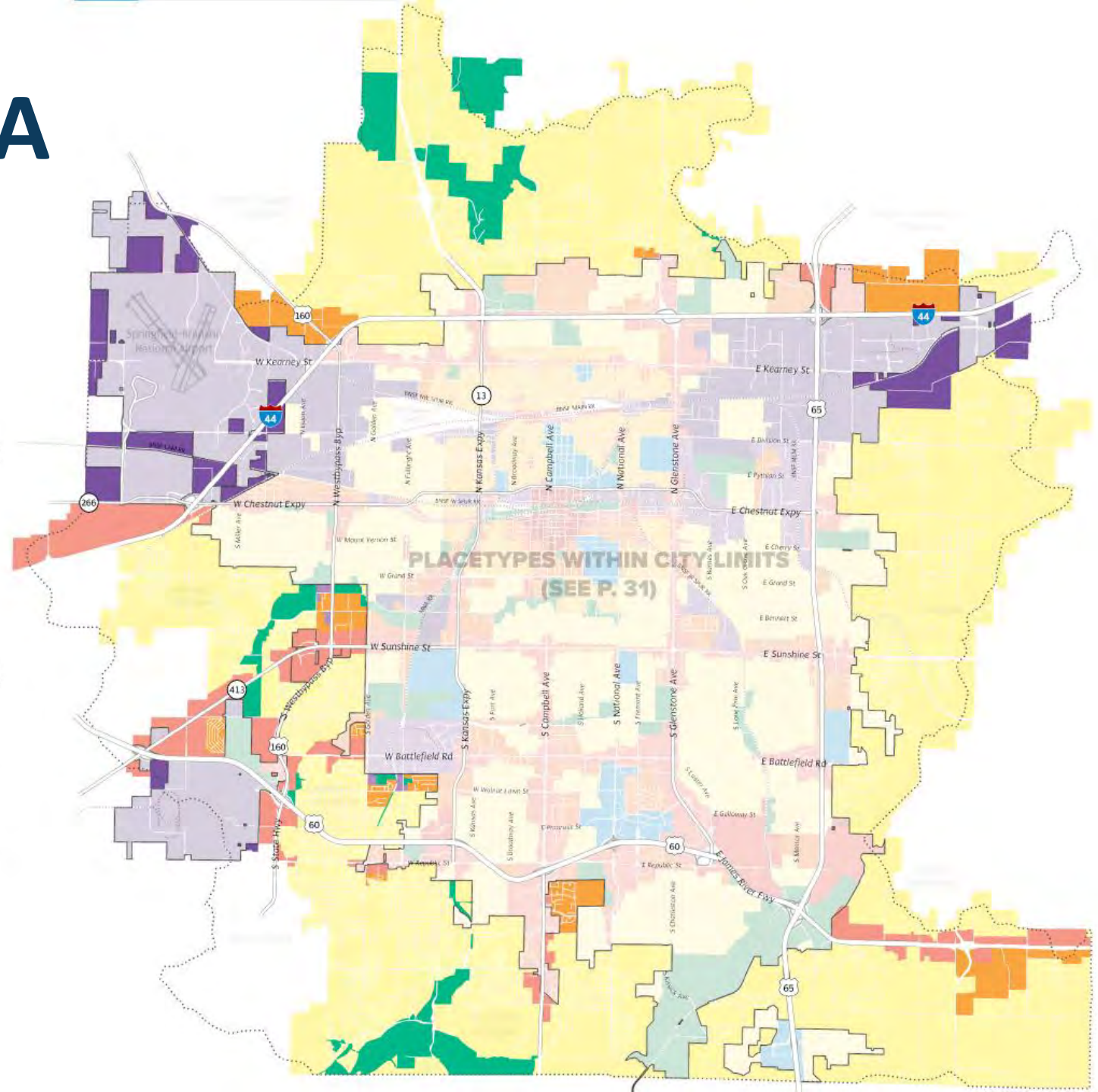
Consists of light and heavy industrial uses dedicated to a range of industries, such as manufacturing, packaging, warehousing, storage, transportation, commerce, and distribution.

## Urban Green Space & Recreation

Consists of Springfield's most significant natural areas as well as major community parks, sports complexes, recreational facilities, and community and educational centers that draw both residents and regional visitors.

 City Limits

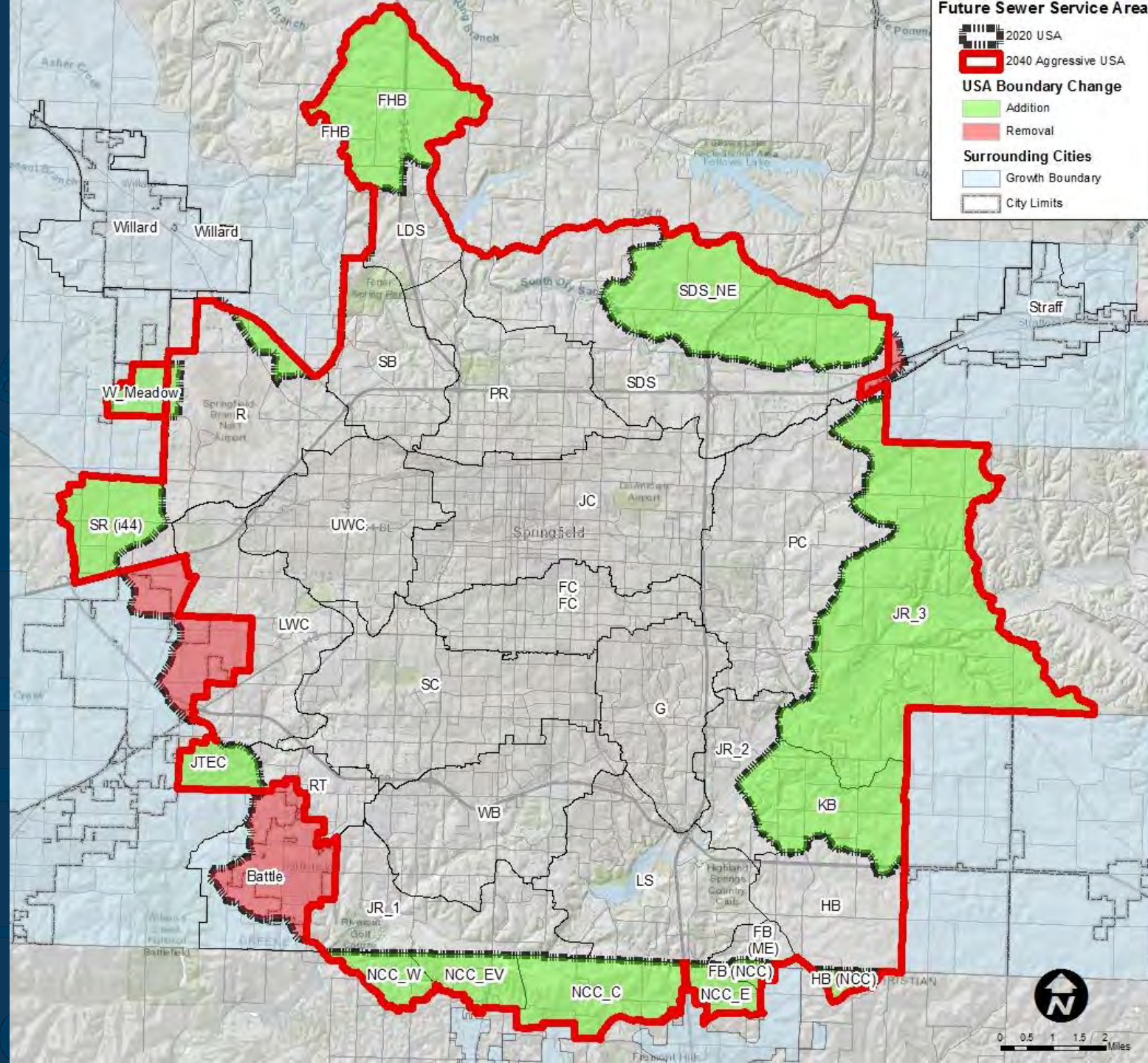
 Urban Service Area





# URBAN SERVICE AREA

- Coordination is needed to prevent the premature development of unincorporated areas not served by sustainable infrastructure.
- USA is a primary mechanism through which to facilitate that coordination.



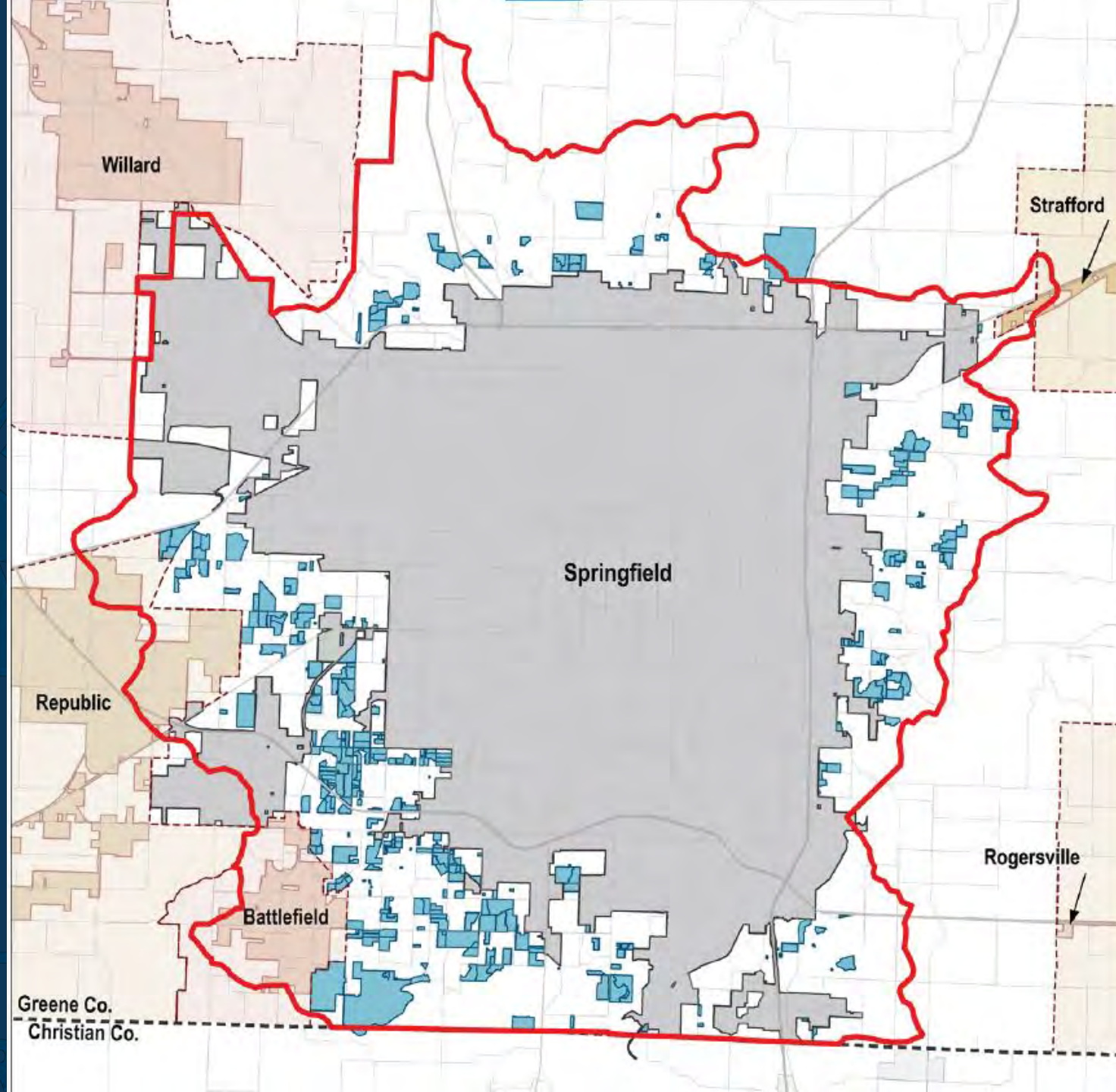


# CONSENT ANNEXATION AREAS

Single-family neighborhoods with:

- Street and stormwater facilities have been constructed to old standards;
- Significant flooding issues exist; and/or
- Streets were constructed to minimal standards and not inspected.

Annexation of these areas would likely be a negative draw on the City's tax base.

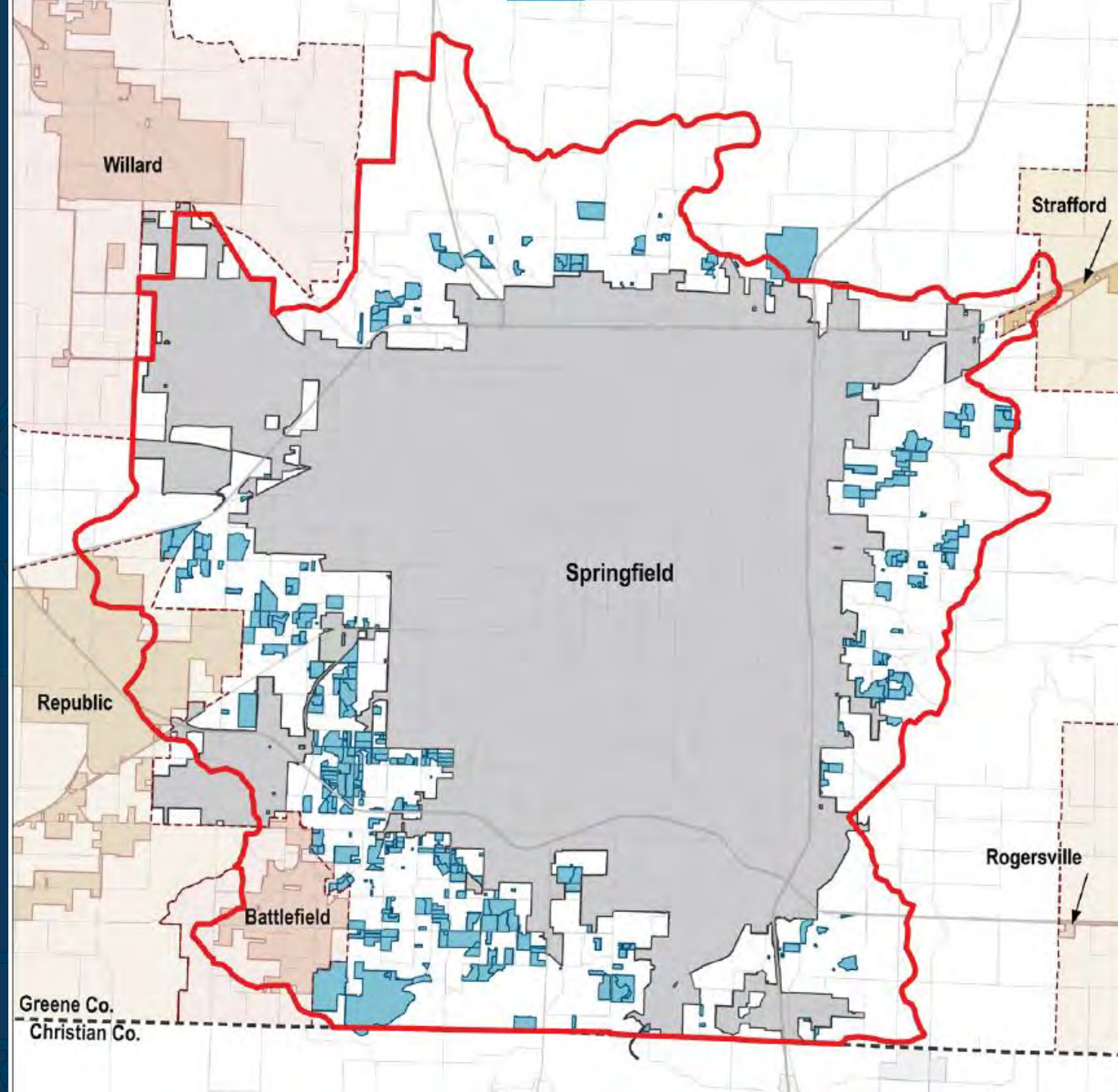




# CONSENT ANNEXATION AREAS

Recommendation:

- Only annex when **land use mix and density** would result in fiscally neutral or positive benefit, or
- The annexation would **open other strategic areas for development** that would result in net benefit.





# GROWTH & ANNEXATION

## Priority 1 Areas

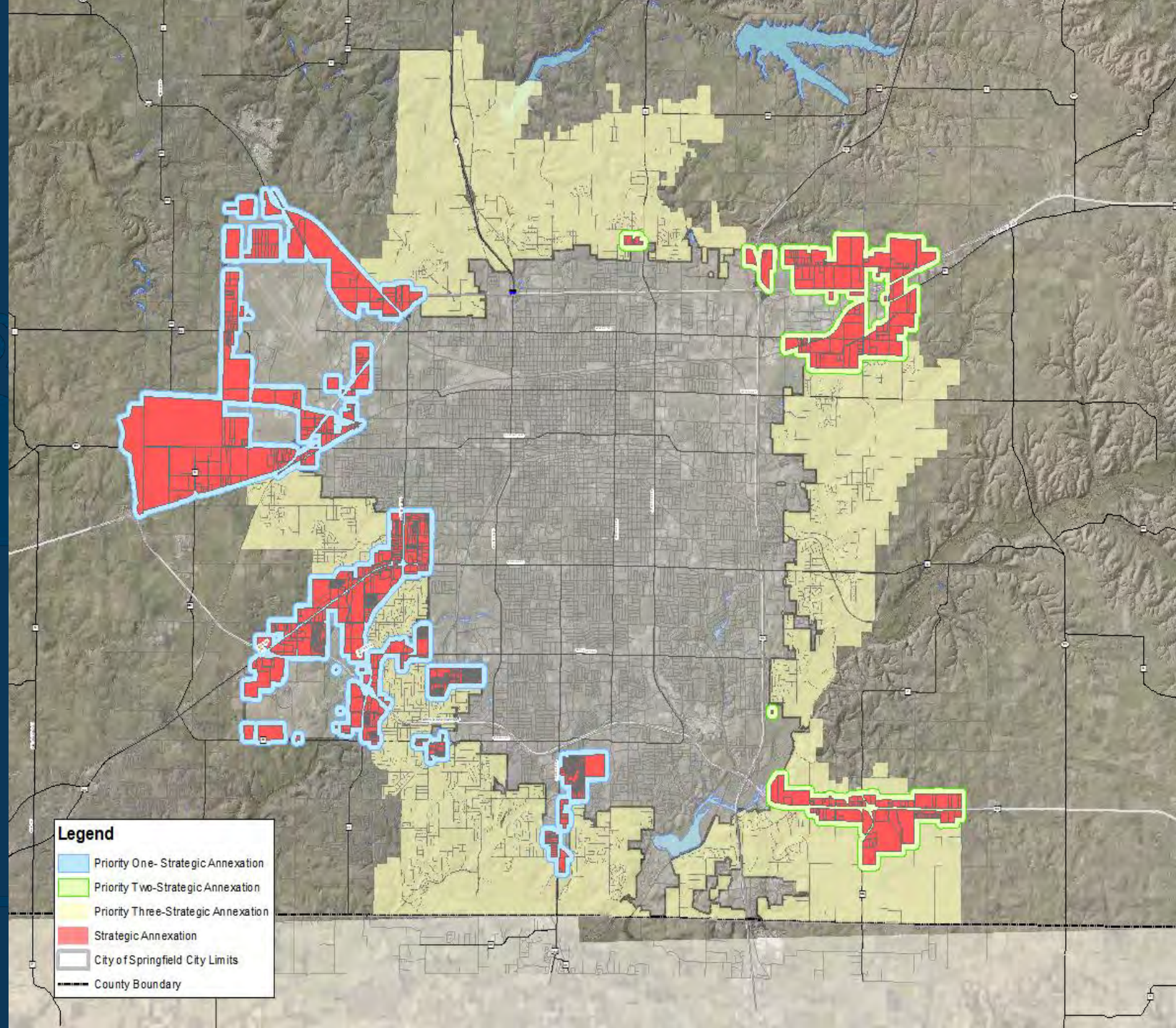
Southwest, Northwest, and South Campbell Avenue Growth Areas

## Priority 2 Areas

Northeast Growth Area and James River Freeway Corridor

## Priority 3 Areas

Voluntary and Involuntary annexation of large areas of residential neighborhoods and housing.

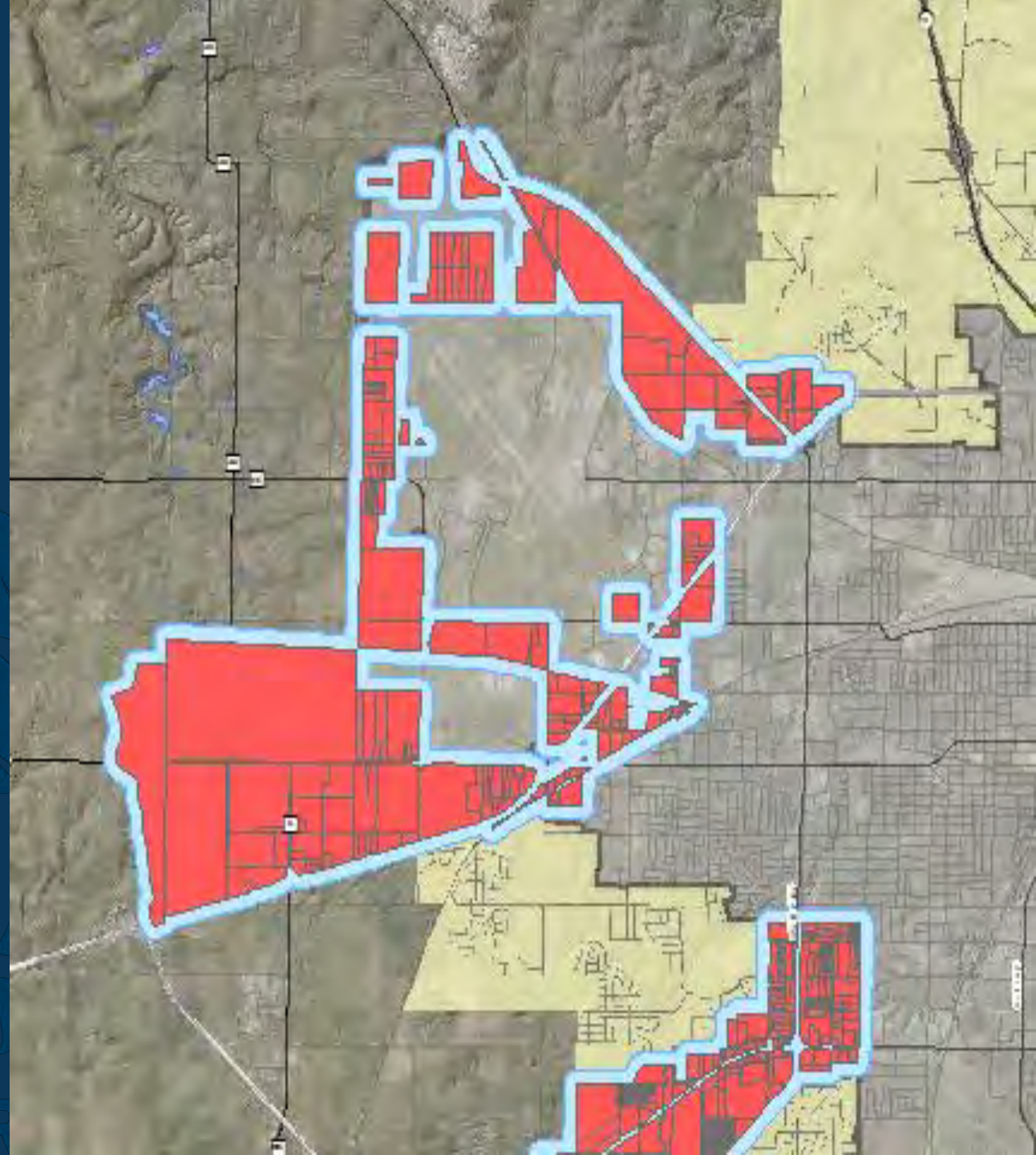




# GROWTH & ANNEXATION

## Northwest Growth Area

- Annex pockets of unincorporated land to build on the area's industrial potential, leveraging airport access
- City Corridor commercial business should be directed along Chestnut Expressway
- Mixed Residential areas to the north

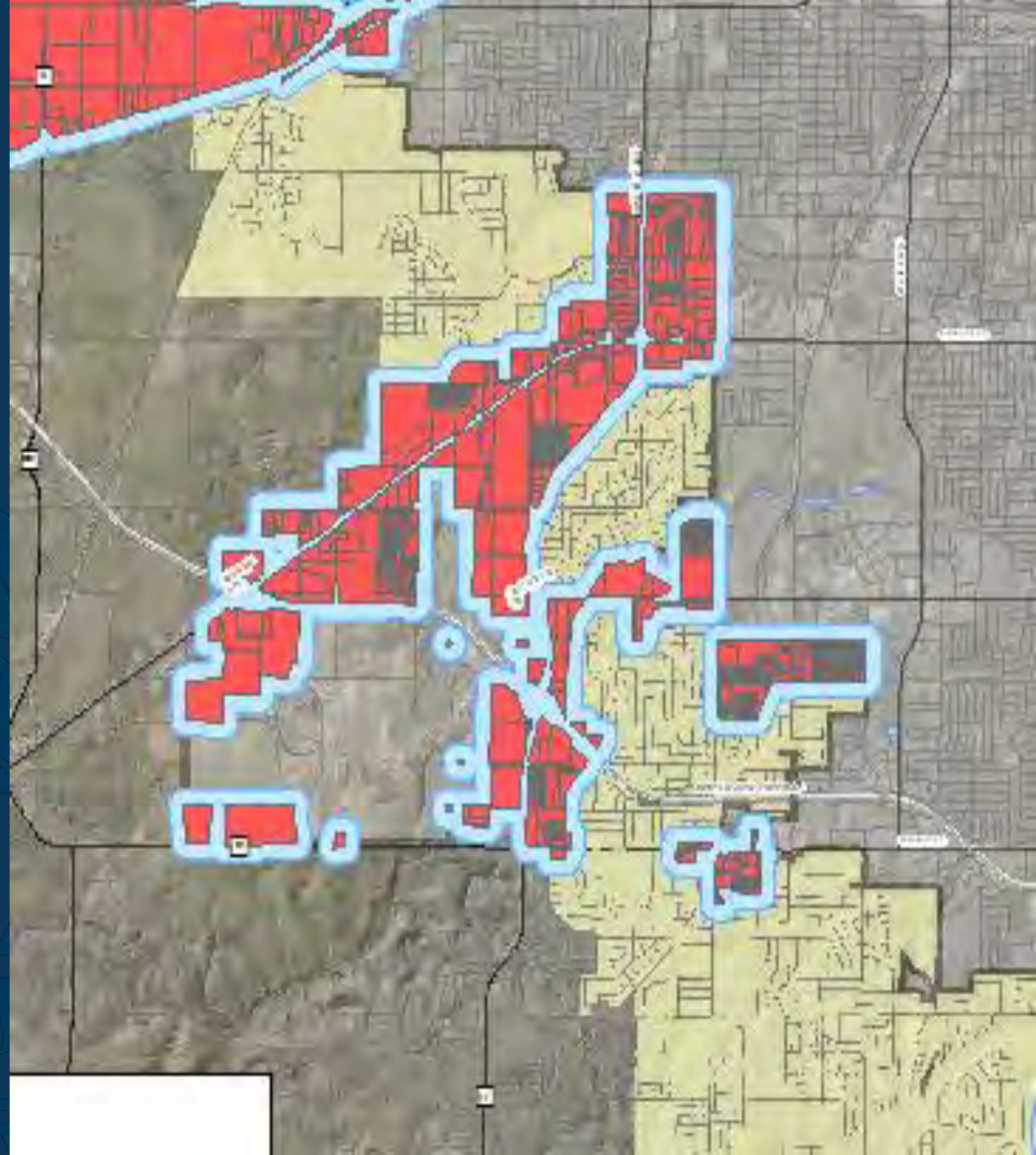




# GROWTH & ANNEXATION

## Southwest Growth Area

- Renegotiation of boundary agreements with the Cities of Republic and Battlefield, annex westward along key routes to expand commercial development
- Coordination needed with the planned Battlefield Road extension

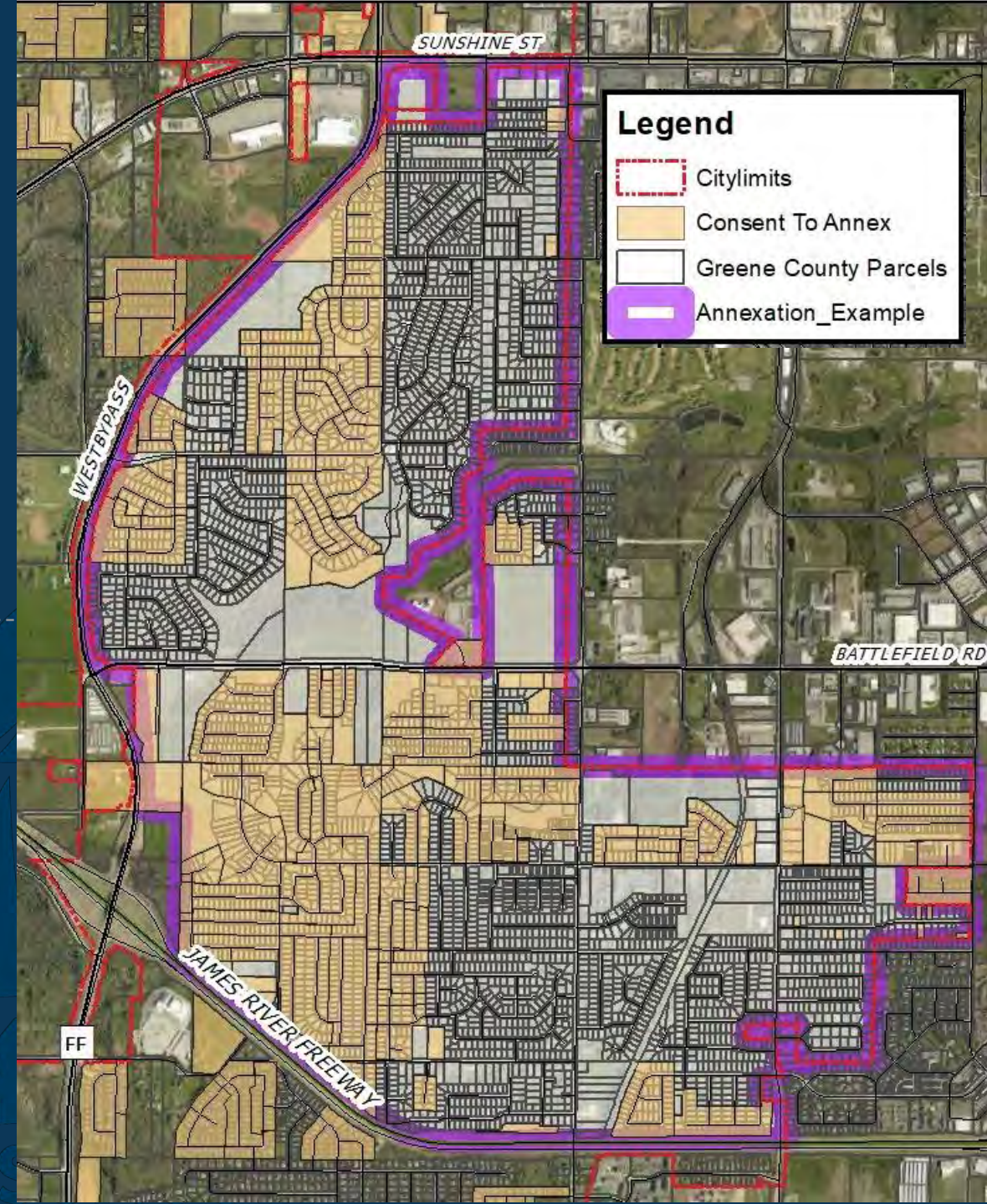




# ANNEXATION AREA EXAMPLE SOUTHWEST SPRINGFIELD

Area: 3.18 sq. mi. (2,035 ac.)

- Primarily Single-family Residential Zoning / Use
- 5,456 Total Housing Units
- 5,009 Single-Family Households
- 2,806 Owner-Occupied Housing Units
- 56% Homeownership Rate (58% Citywide)
- 12,131 Estimated Population
- 116 – Property Crime Instances
- Age of Infrastructure – Constructed 1985 – 2010
- 34% - Has Not Consented to Annexation

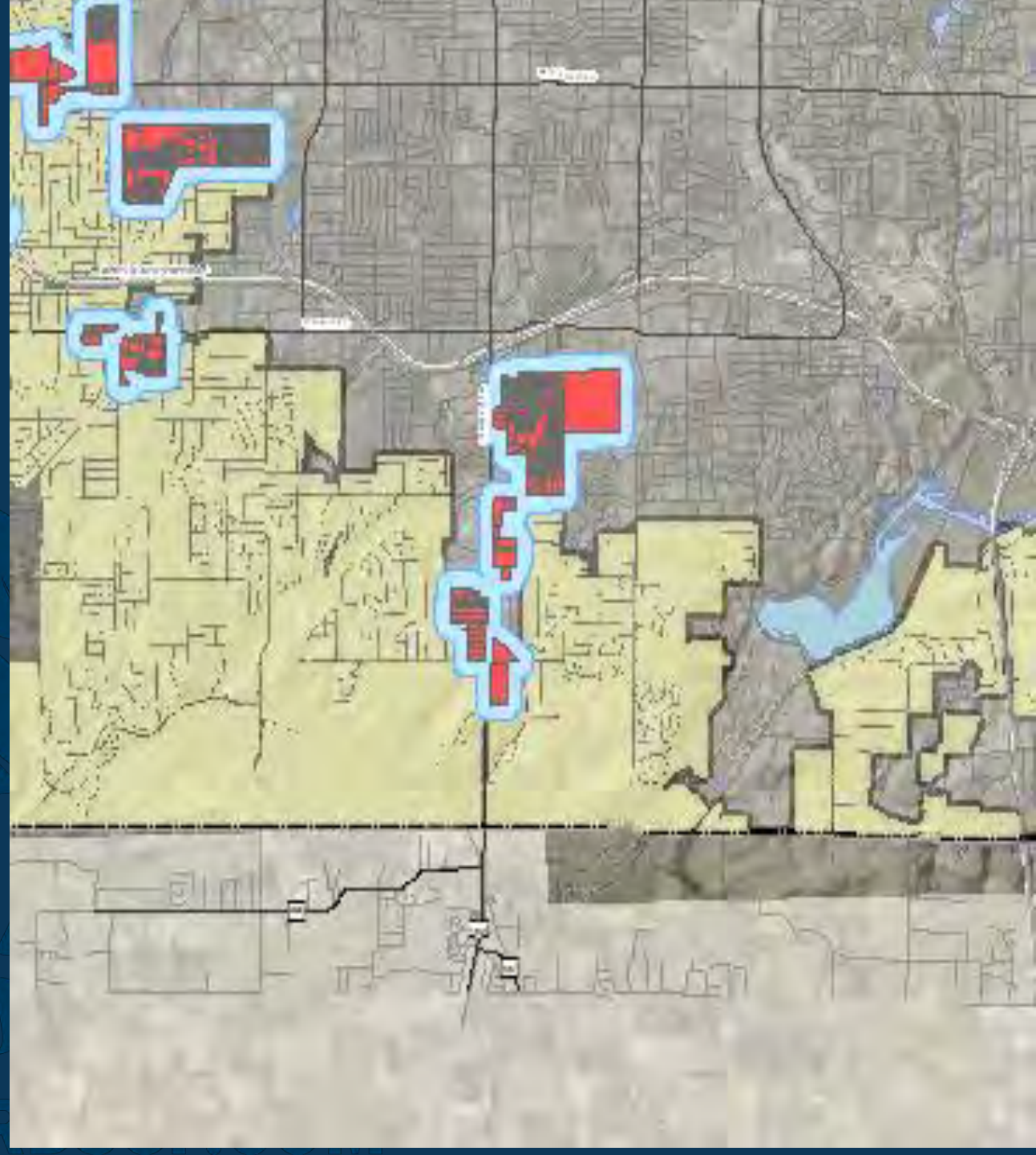




# GROWTH & ANNEXATION

## South Campbell Avenue Corridor

- Annex to the Greene County-Christian County border to expand commercial corridor development along the major roadway.
- City Corridor with higher density Mixed Residential development

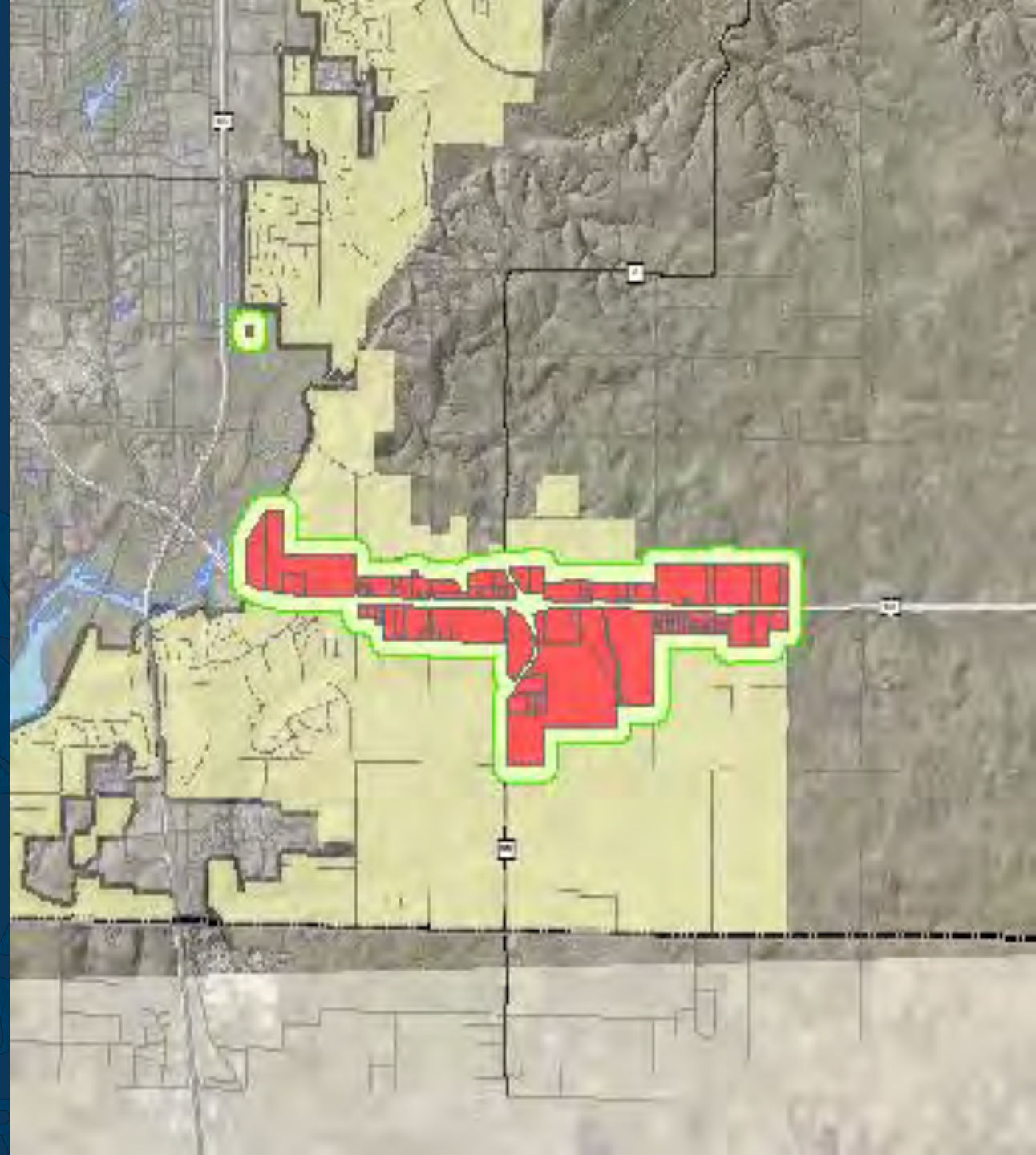




# GROWTH & ANNEXATION

## James River Freeway Corridor

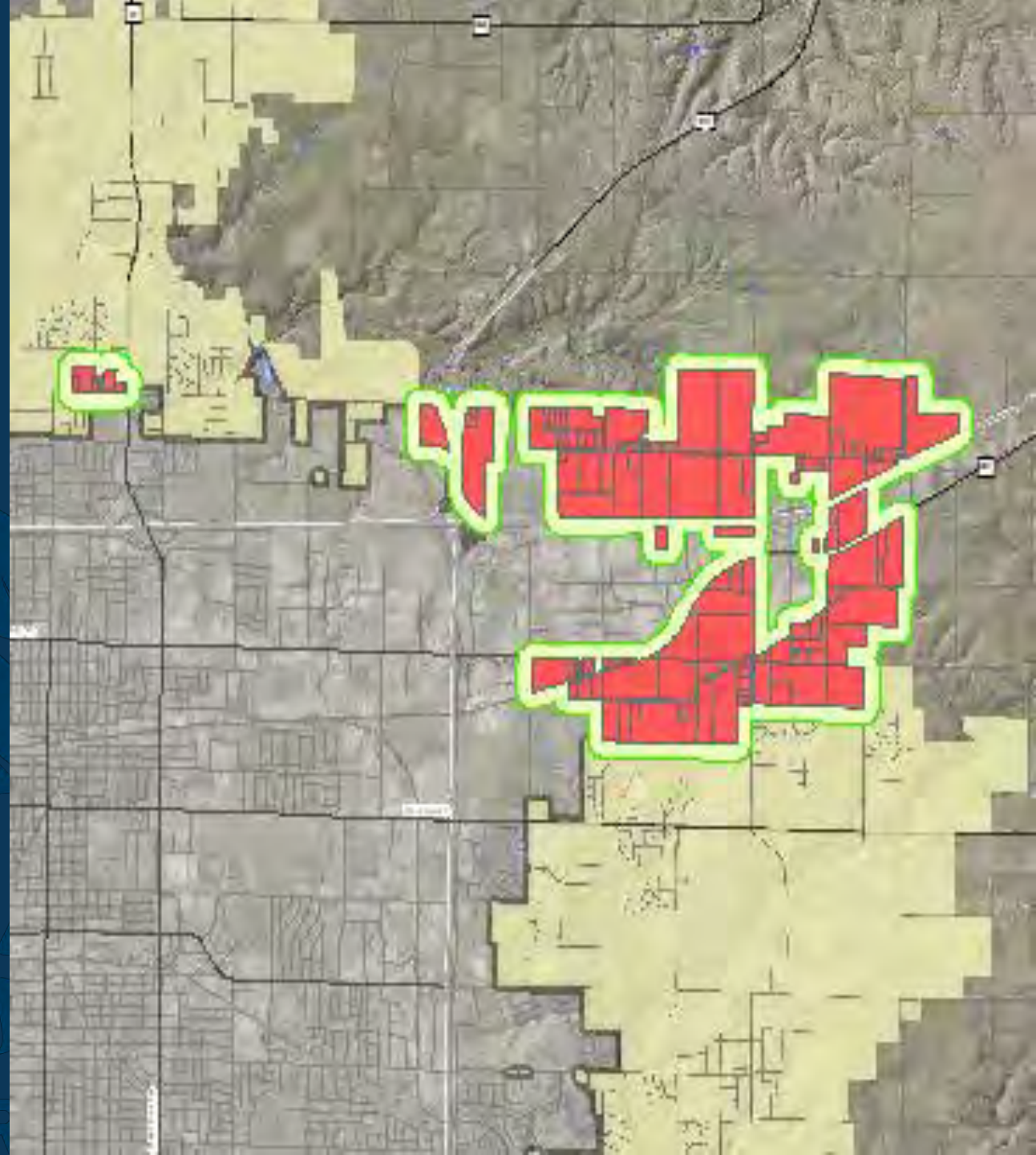
- Annex to increase opportunities for new commercial development
- Leverage access to the US Highway 65/US Highway 60 interchange
- Mixed Residential uses may serve as a buffer to surrounding nearby lower density residential neighborhoods



# GROWTH & ANNEXATION

## Northeast Growth Area

- Annex eastward along I-44 to expand on the existing industrial development
- Potential rail access with the development of a new rail spur.





# GROWTH & ANNEXATION

## Priority 1 Areas

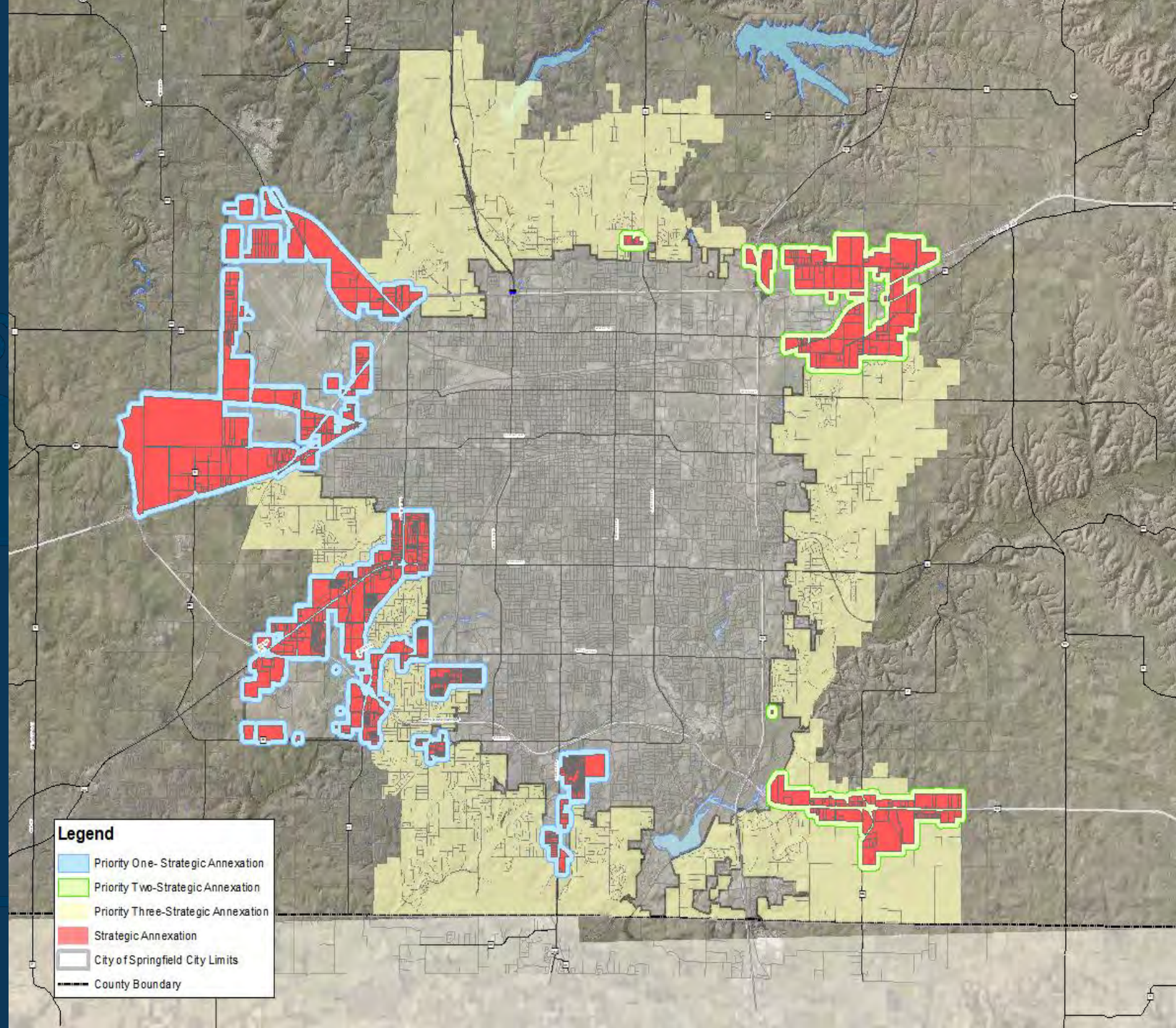
Southwest, Northwest, and South Campbell Avenue Growth Areas

## Priority 2 Areas

Northeast Growth Area and James River Freeway Corridor

## Priority 3 Areas

Voluntary and Involuntary annexation of large areas of residential neighborhoods and housing.





# ***WHAT DO YOU THINK?***

- *Growth Management Approach*
- *Consent Annexation Areas*
- *Priority Annexation Areas*





PEOPLE • PLACE • PROSPERITY

# NEIGHBORHOOD REVITALIZATION



# NEIGHBORHOOD REVITALIZATION

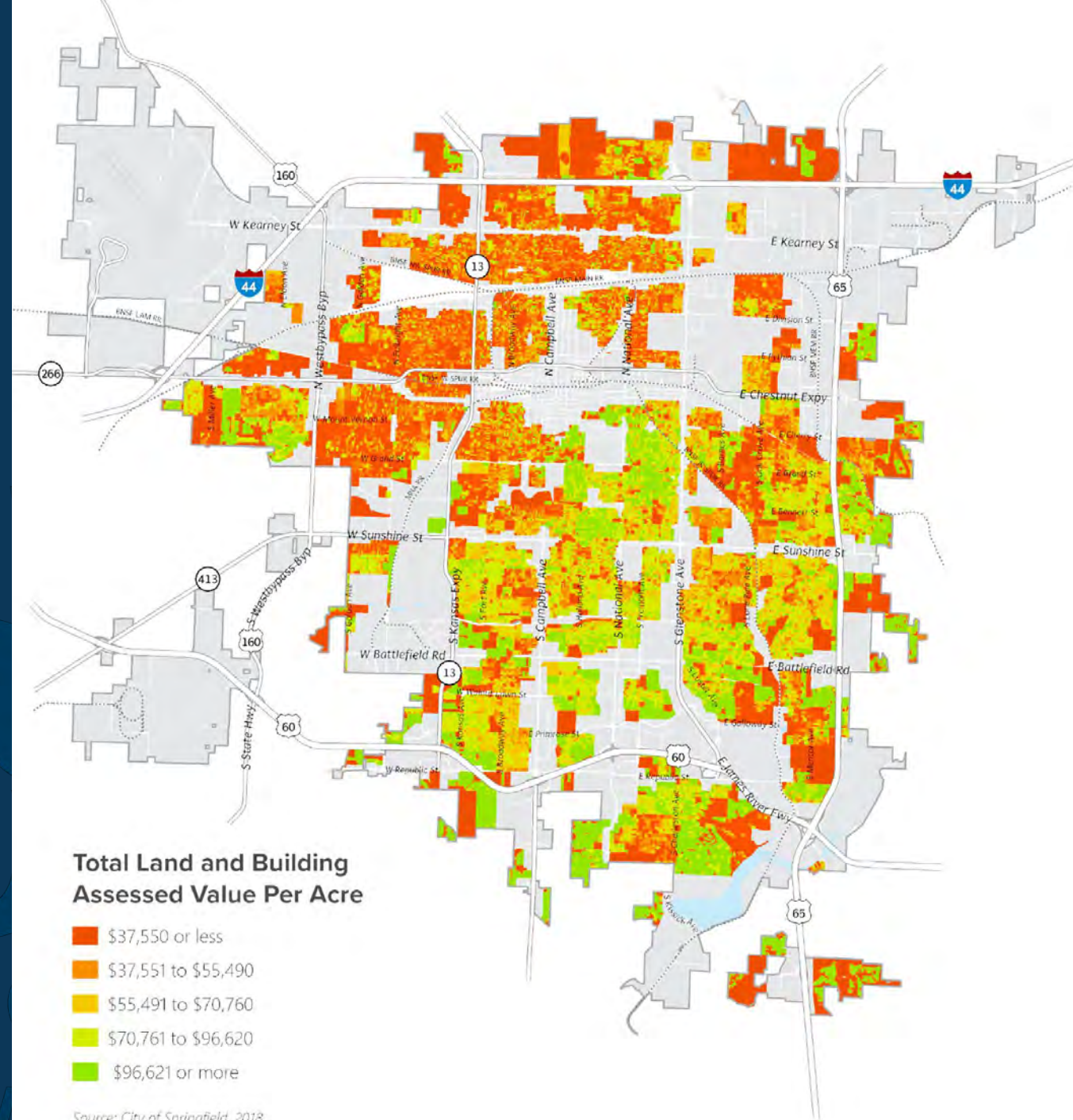
- Target Resources
- Attainable Housing
- Increased Housing Diversity
- Reinvest in Existing Housing
- Reinvest in Existing Neighborhoods
- Multifamily Corridors
- Mixed-use Neighborhood Centers





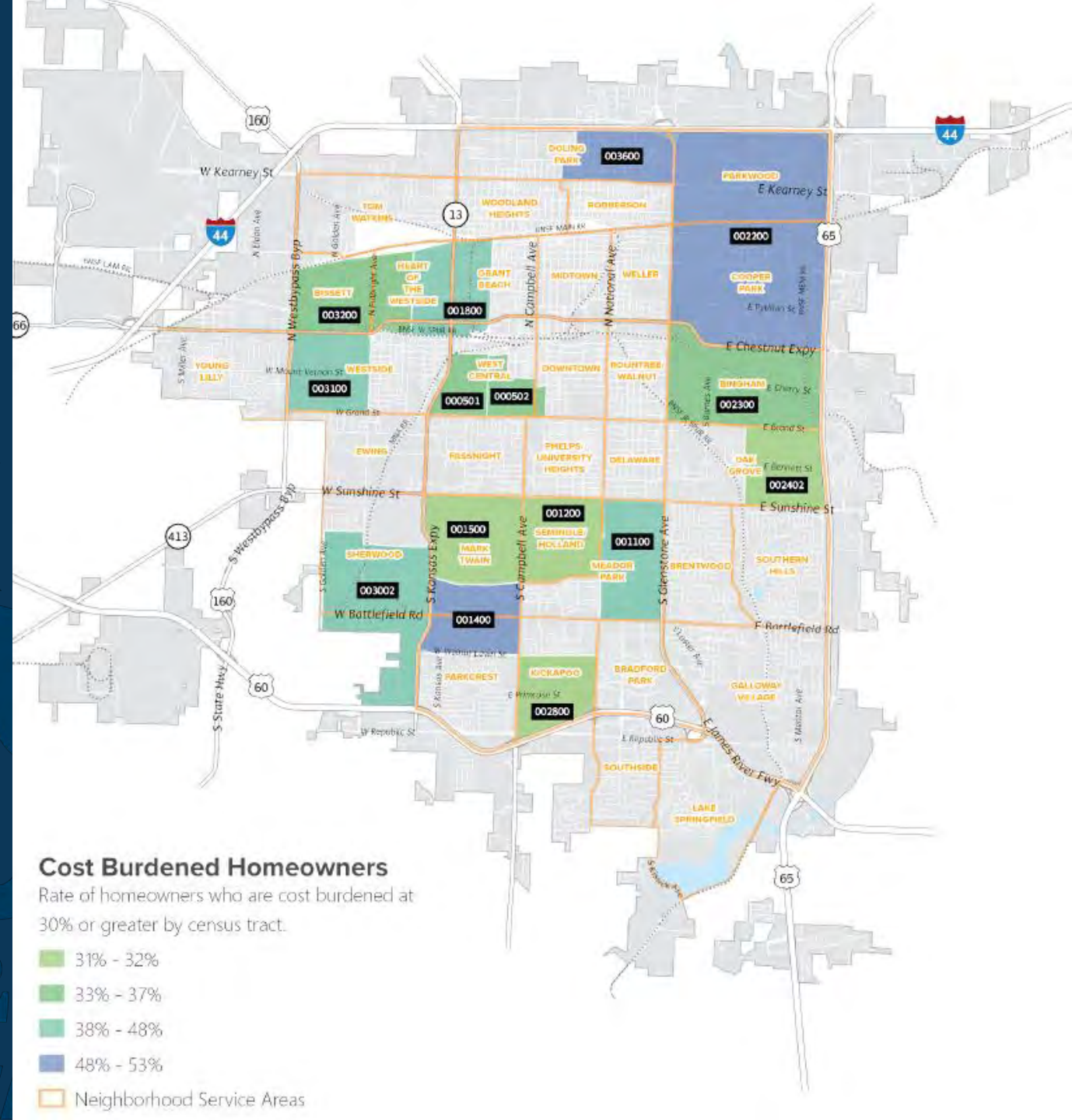
# TARGET RESOURCES

- Easily developed properties are gone - only challenging sites remain
- Issues such as low property values, crime, and poverty are concentrated in Neighborhoods near the City center and on the north side
- Vision 20/20 identified these same issues
- Long-term health of the community will hinge on Springfield's ability to improve core neighborhoods as it accommodates growth



- Housing is typically considered “unaffordable” when over 30 percent of a household’s income is allotted to housing.
- Efforts to provide attainable housing should be targeted to the identified areas with the highest rates of cost-burdened residents.

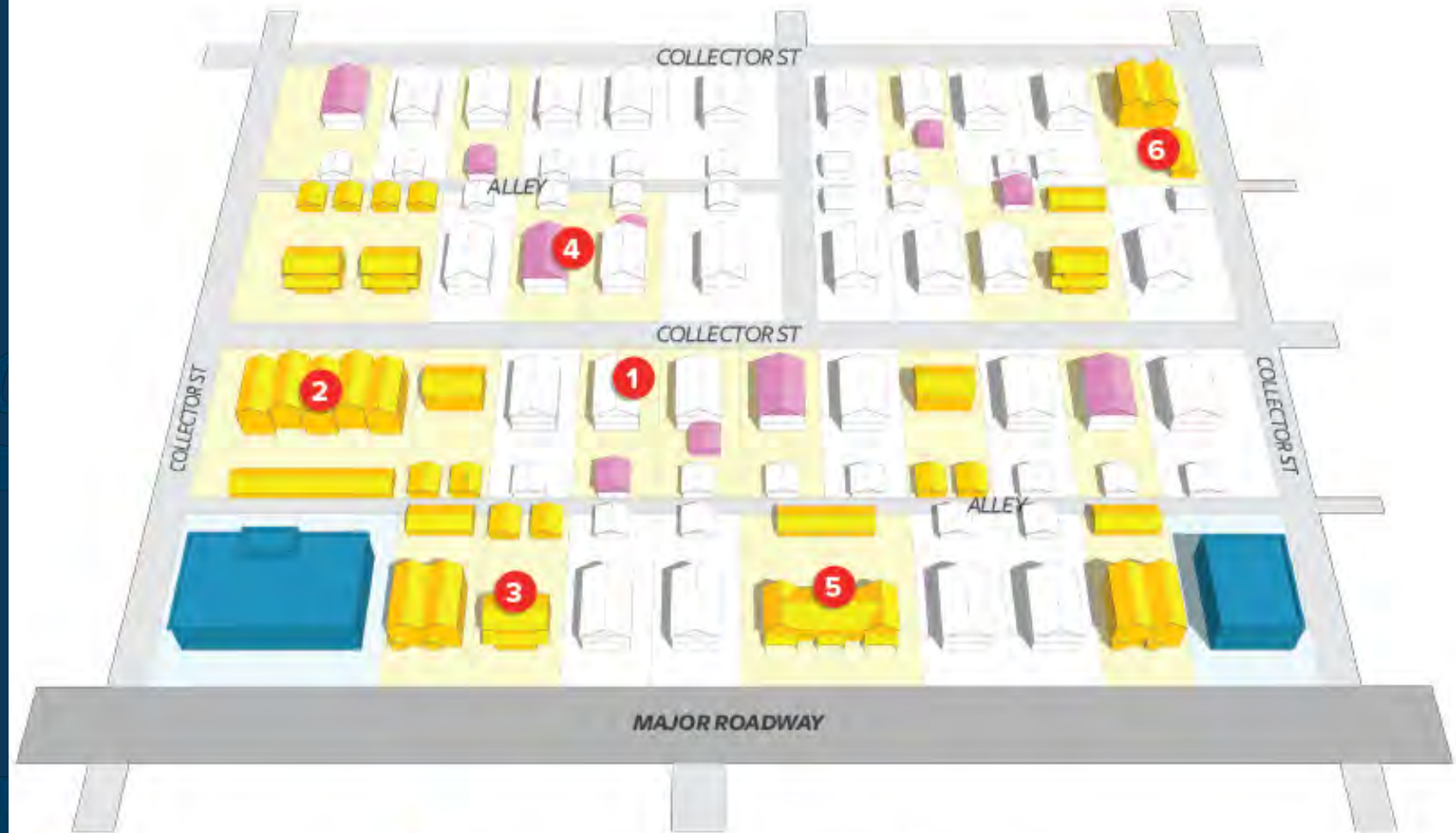
- identified areas with the highest rates of cost-burdened residents.





# INCREASED HOUSING DIVERSITY

- Context-sensitive infill
- Accessory Dwelling Units (ADUs)
- Missing Middle Housing



- Single-family Infill
- Multi-family Infill
- Accessory Dwelling Unit

- 1 Maintain and enhance quality of single-family detached homes.
- 2 Multiple parcels can be redeveloped to accommodate a row of townhomes.
- 3 A single lot can accommodate a duplex, townhomes, and other housing types.
- 4 Encourage a creative housing types to enhance Springfield's housing diversity and to provide smaller and more affordable housing options.
- 5 Triplexes and other types of multi-unit buildings can occupy two adjoining lots.
- 6 On blocks without rear alleys, encourage garages to be located to the rear with an access drive to the main or side street.



## KEY CONCEPT MISSING MIDDLE HOUSING TYPES

Missing middle housing types provide opportunities for the City to increase the diversity of its housing stock through moderate increases in density, while maintaining the neighborhood character Springfield residents cherish. They range from low density duplexes to mid density multiplexes and triplexes, which can be integrated into the City's housing mix by using single-family lots to accommodate two to three units in a context-sensitive manner. Missing middle housing types that the City should consider accommodating more broadly include:

- Duplex (Side-by-side)
- Duplex (Stacked)
- Triplex
- Quadplex
- Courtyard Building
- Cottage Home Court
- Townhome
- Multiplex





# REINVEST IN EXISTING HOMES

- Revise maximum lot coverage, setback, and other requirements to **facilitate home expansions**.
- Continue to support the **Restore SGF** initiative
- Potential **Land Bank** could play a key role in helping renew and stabilize older neighborhoods that face disinvestment and blight



1896 N. Douglas (before) | Source: <https://sgfneighborhoodnews.com/restoresgf/>



1896 N. Douglas (after) | Source: <https://sgfneighborhoodnews.com/restoresgf/>

# REINVEST IN EXISTING NEIGHBORHOODS

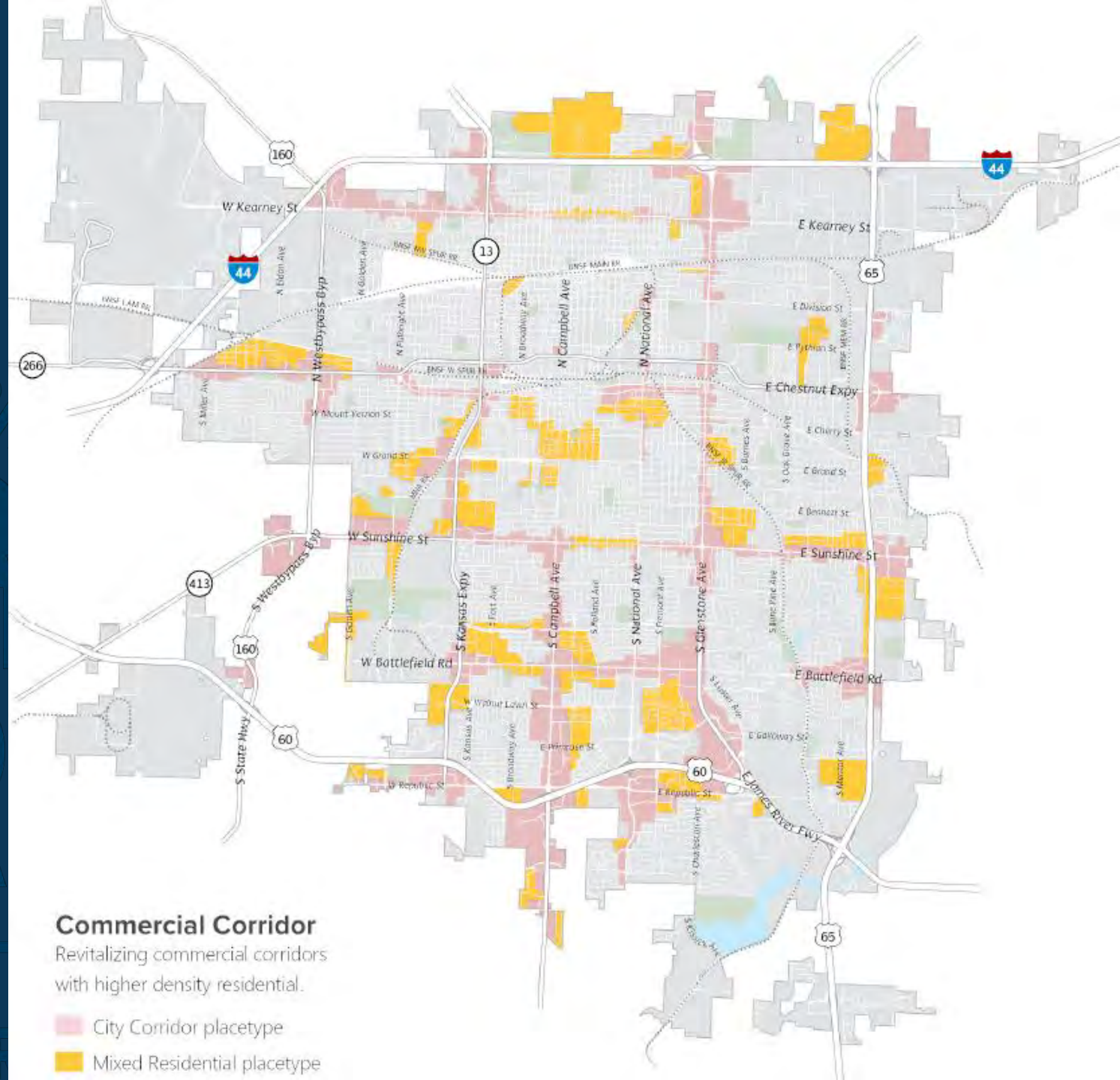
- Proactive Code Enforcement
- Rental Inspections
- Capital Improvements (sidewalks, parks, alleys, utilities)
- Neighborhood Planning
  - Mixed-use Nodes
  - Zoning changes
  - Housing Diversity





# MULTIFAMILY CORRIDORS

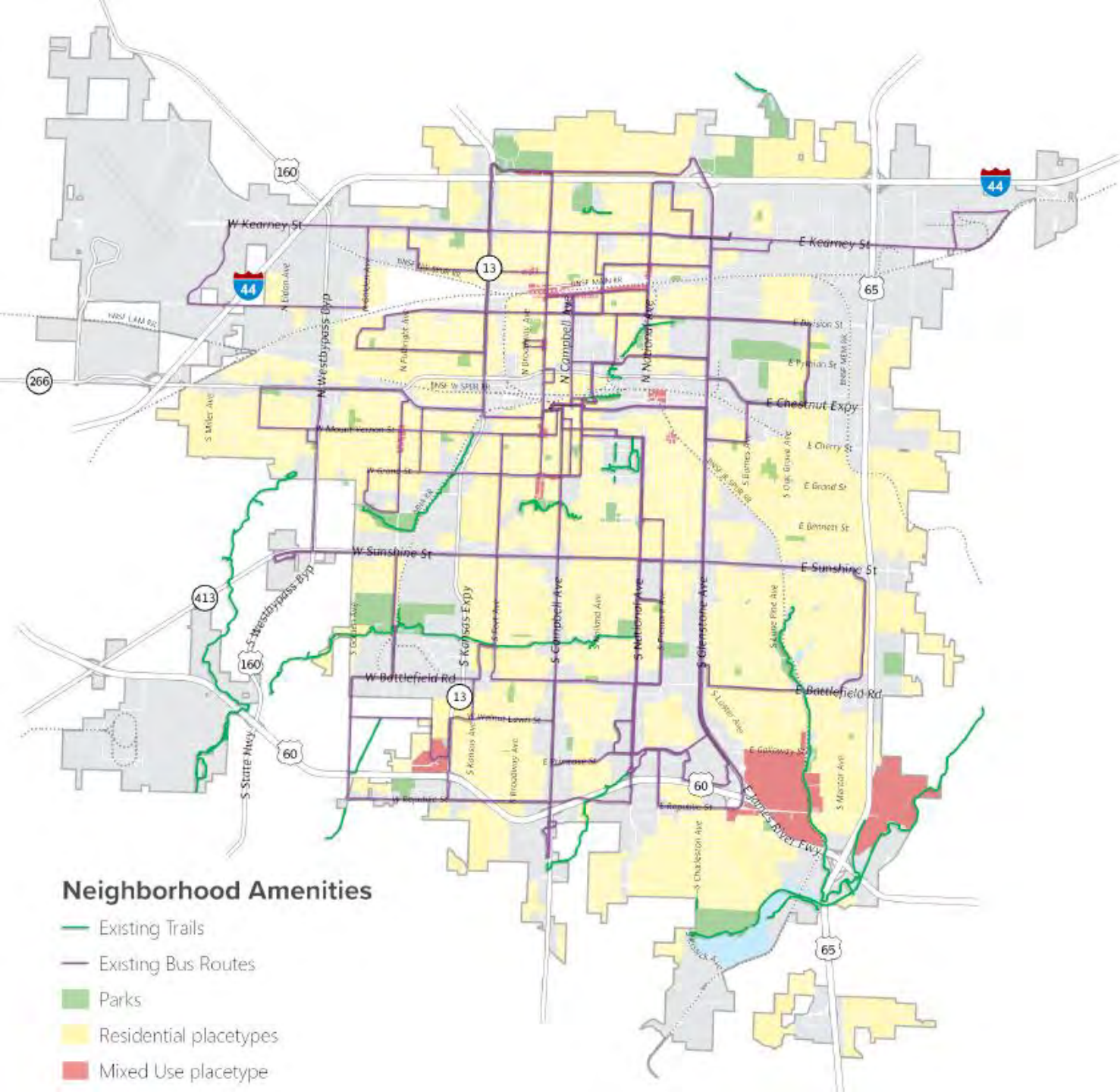
- Use housing to reposition underperforming commercial properties
- Locate more residents near retail and services
- Concentrate activity in target commercial areas



# CENTERS

- Provide residents with convenient access to local shops, services, dining, and entertainment options
- Mixed-use centers to act as activity nodes within neighborhoods
- Enhance local sense of place and neighborhood identity

- Mixed-use centers to act as activity nodes within neighborhoods
- Enhance local sense of place and neighborhood identity





# ***WHAT DO YOU THINK?***

- *Missing Middle Housing*
- *Reinvestment Strategies*
- *Multifamily Corridors*
- *Mixed-use Neighborhood Centers*



# RECAP

- Plan Overview
- Community Engagement
- Quality of Place
  - Place-based Approach
  - Growth & Annexation
  - Neighborhood Revitalization